



**bazaarvoice™**

# **Questions & Answers (beta)**

## **content management in Portal**

July, 2023

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# Questions & Answers (beta)

**Note:** In the current beta phase, functionality is limited to searching, sorting, viewing, and moderating content. To answer consumer questions and manage contributors, you'll need to use legacy Workbench.


## Get started

1. Sign in to the [Bazaarvoice Portal](#) .
2. From the Portal menu , select **Questions & Answers (beta)**.

**Tip:** Select  in the upper-right corner of Portal to view additional help.

**Note:** To access Questions & Answers in Portal, you need to be assigned the Questions & Answers solution and one of the following Portal roles:

- Content Administrator
- Content Responder
- Content Moderator
- Content Viewer

To learn more about these roles, refer to the [users and permissions](#)  topic in the Bazaarvoice knowledge base.

# Search, sort, and filter your questions and answers

## The list view

When you sign in to the Portal and select **Questions & Answers (beta)**, you'll see a list view of questions submitted by consumers. You can search, sort, and filter your questions and answers in the list view. You can also explore your content in detail by opening up the detailed view.

## Perform a quick search

The list view includes a search bar that enables you to search your content.

- **Search by keyword**—Enter a keyword or phrase in the search field and press **Enter**.
- **Search by product**—Enter a product name or ID and press **Enter**.
- **Search by brand or category**—Enter a brand or category ID and press **Enter**.
- **Search by content contributor**—Enter a contributor name or ID and press **Enter**.
- **Search for specific questions and answers**—Enter a question ID or answer ID and press **Enter**.

**Tip:** To clear all applied filters before searching, select **Clear all**.

The following illustration highlights some of the key features of the search bar:



A—Saved filters drop-down list

B—Sort methods

C—Search field

## Sort your questions

In the list view, select one of the following sort methods from the drop-down list:

- Sort by date: Old to new
- Sort by date: New to old

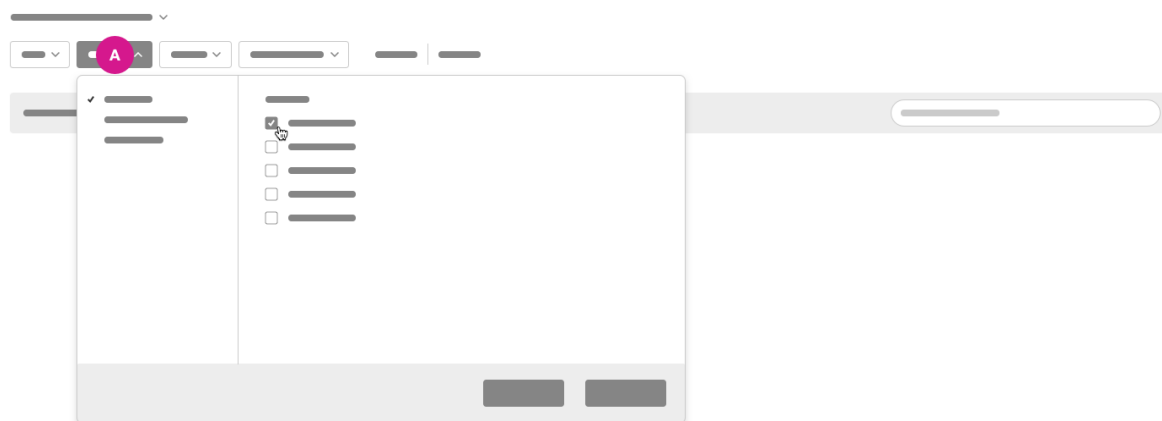
## Working with filters

Select various filter categories to find your content. You can also set up and save multiple custom filters.

### Apply filters

1. In the list view, select the filter button for the filter category you want to define.
2. Select the values and criteria, and enter any required information.
3. Select **Apply and close**.

Repeat steps 2 and 3 to apply more filters.



A—Filter category open, with filter value and criteria selected.

The following table shows the filter categories and values you can apply and save:

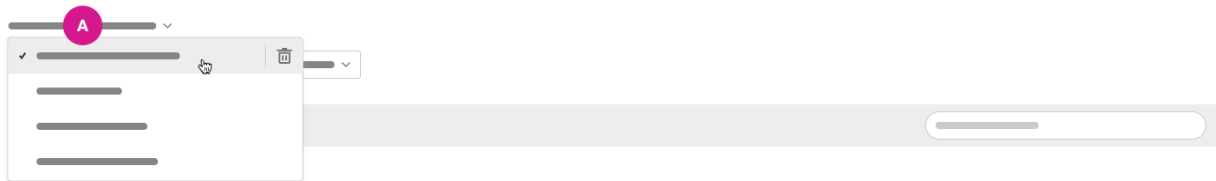
Filter category	Filter values and additional criteria	
Date	Select one of the below date ranges, or enter a custom date range. <ul style="list-style-type: none"><li>• Yesterday</li><li>• Last 7 days</li><li>• Last 30 days</li><li>• This month</li><li>• Last month</li><li>• This calendar quarter</li></ul>	
Content	Question ID	Enter question IDs.
	Answer ID	Enter answer IDs.
	Visual content	Select one or more: <ul style="list-style-type: none"><li>• Questions with photos</li></ul>

		<ul style="list-style-type: none"> <li>• Answers with photos</li> <li>• Questions with videos</li> <li>• Answers with videos</li> </ul>
	Answers	Select one or more: <ul style="list-style-type: none"> <li>• Questions with an answer</li> <li>• Questions without an answer</li> </ul>
	Locale  <b>Note:</b> If your instance includes more than one locale, they will all be listed.	Select one or more locales. For example: <ul style="list-style-type: none"> <li>• de_US</li> <li>• en_US</li> <li>• es_US</li> <li>• fr_US</li> <li>• jp_US</li> <li>• no_US</li> <li>• zh_US</li> </ul>
Products	Product	Enter product names or IDs.
	Product status	Select active products or inactive products.
	Brand	Enter brand names or IDs.
	Category	Enter the category names or IDs.
Moderation	Answer status	Select one or more statuses. <ul style="list-style-type: none"> <li>• Approved</li> <li>• Rejected</li> <li>• Pending</li> </ul>
	Question status	Select one or more statuses. <ul style="list-style-type: none"> <li>• Approved</li> <li>• Rejected</li> <li>• Pending</li> </ul>
	Question codes	Select relevant moderation codes.
	Answer codes	Select relevant moderation codes.
Contributor	Answer contributor	Enter answer contributor names or IDs.
	Question contributor	Enter question contributor names or IDs.

## Set up a custom filter


1. Select the filter values and criteria you need, ensuring you select **Apply and close** in each filter category you define.
2. Select **Save filters**.
3. Enter a unique name for the custom filter and select **Save**.

Your saved custom filter names will appear in the **Saved filters** drop-down list.



A—Saved filters drop-down list.

## Delete a custom filter

1. In the alphabetically ordered drop-down list, find the name of the custom filter you want to delete.
2. Point to the name you want to delete so that it is highlighted in the list.
3. Select the trashcan icon  to delete the highlighted name.

**Note:** If you accidentally delete a custom filter, you can't recover it. Just set it up again.

## View details

Open the detailed view to:

- Read questions and answers content
- Inspect visual content
- View answer helpfulness votes contributed by consumers who have read the answers
- Find information about both the product and the question contributor
- Navigate between questions

### To open up the detailed view:

- Select the title of any question.
- Or
- Select **View details**.

## View visual content

If a question includes visual content, the number of attached photos or videos will be displayed as a link underneath the review text in the list view. To view the content:

1. Select the link to go straight to the video and photo thumbnails in the detailed view.
2. Select **Expand and view** to inspect the visual content.

Alternatively, when you select either the question title or **View details**, you can scroll to the photo or video thumbnails and select **Expand and view**.

**Tip:** To quickly find questions and answers that include photos or videos, use the **Visual content** value in the **Content** filter.

## Navigate between questions

To open a detailed view of the question, select either the question title or **View details**. Navigate to the next listed question by selecting **Next question** or return to the previous question by selecting **Previous question**.

## View information about the product

The following product information is displayed in the **Product details** panel in the detailed view:

- Product ID
- Category
- Category ID
- Brand ID
- Brand

**Tip:** To view the product description, select **Show description**.


**Tip:** Select the product link to open the product detail page on the brand or retailer website.

## View information about the question contributor

The following information is displayed in the **Question contributor** panel in the detailed view:

- The name provided by the question contributor
- The question contributor ID
- The question contributor's location (if provided)



**Note:** The question contributor's email address is personally identifiable information (PII) that is redacted by default. PII can be viewed only by users who have been granted [access to PII](#)  by the Account Administrator.

## View helpfulness votes

You can view the number of helpfulness votes shoppers have registered for each answer.


- A thumbs-up icon is displayed above the number of votes registered by consumers who found the answer helpful.
- A thumbs-down icon is displayed above the number of votes registered by consumers who found the answer unhelpful.

## View and add internal notes

When you select either the review title or **View details** to open a review, you can view notes added by members of your team. If you have been assigned the role of Content Administrator, Content Moderator, or Content Responder, you'll also be able to add notes.

**Note:** If you add notes in the new Portal experience, they will also be visible in Workbench.


## Moderation in Questions & Answers

**Note:** All user-generated content (UGC) in the Bazaarvoice Network goes through a rigorous [moderation process](#)  to determine whether content is approved or rejected.

It's best practice to accept the moderation codes applied by the Bazaarvoice moderators. However, if your Account Administrator has assigned you the relevant permissions, you can apply or overwrite moderation codes.

With the Questions & Answers content management solution, you can:

- View which questions and answers were rejected by Bazaarvoice, and the reasons why.
- Approve a question or individual answer, then apply moderation codes.
- Reject a question or individual answer, if the content violates Bazaarvoice guidelines, then apply moderation codes.

**Note:** To learn more about our content authenticity requirements, refer to the Bazaarvoice Authenticity Policy .

## View moderation status

Every question and individual answer is labeled with a moderation status badge: **APPROVED**, **REJECTED**, or **PENDING**.

- The moderation status badge is displayed above the title of each question, both in the list view and detailed view.
- The Bazaarvoice moderation date and time are displayed beside the moderation status badge. For example, **Moderated on: June 2, 2023 at 10:30 PM CDT**.

**APPROVED**—Either Bazaarvoice has approved the UGC, or a member of your team has approved it in Portal. Questions and answers with the **Approved** status are currently displayed on your site.

**Note:** If you have a distribution package, approved content is also eligible for syndication to other sites in the Bazaarvoice Network.

**REJECTED**—Either Bazaarvoice has rejected the UGC, or a member of your team has rejected it in Workbench. Questions and answers with the **Rejected** status are not currently displayed on your site.

**Note:** If you have a distribution package, rejected content is not eligible for syndication to other sites in the Bazaarvoice Network.

**PENDING**—The UGC has not yet gone through the Bazaarvoice moderation process. Questions and answers with the **Pending** status are not currently displayed on your site.

**Note:** If you have a distribution package, pending content is not eligible for syndication to other sites in the Bazaarvoice Network.


**Tip:** The Bazaarvoice moderation process can take up to 48 hours. Questions can be labeled **ON-HOLD** or **PENDING** during moderation. To report unexpected delays in the moderation process, contact Bazaarvoice Support [🔗](#).

## Moderation codes

Moderation codes indicate the specific reasons why a question or individual answer was rejected or approved. For example, you can reject a review because it contains **inappropriate**, **legally sensitive**, or **personally identifying information (PII)**.

- Add moderation codes to your questions or answers once you've read them and checked any visual content (images or videos).
- Questions or answers rejected in the Bazaarvoice moderation process will always be tagged with at least one moderation code.
- Moderation codes are displayed in the Questions & Answers details view only.

**Tip:** To optimize your content management workflow, [apply and save filters](#) with selected moderation codes.

Learn more about the [moderation codes](#)  used for tagging questions and answers in the Bazaarvoice Network.

## Moderating questions and answers

Bazaarvoice recommends checking that the moderation process is working as you expected and that content is being approved or rejected correctly.


To check the moderation process is working as you expect:

- Set up and save a custom filter for the set of questions you're interested in.
- Use this filter to navigate through the questions, read the text, and check any visual content.
- Decide whether the UGC was moderated correctly and take appropriate action.
- If you choose to approve or reject Q&A content:
  - The status badge updates to either **APPROVED** or **REJECTED**
  - A moderation timestamp displays beside the status badge. For example, **Moderated on: June 2, 2023 at 10:30 PM CDT.**
  - A locked moderation code, either **Approved By Client [ABC]** or **Rejected By Client [RBC]**, is added to the **Moderation details** modal to indicate you moderated the content.

**Caution:** If you approve or reject UGC, you must ensure your moderation decisions reflect high authenticity standards. For more information about content authenticity requirements, refer to the Bazaarvoice Authenticity Policy [link](#).

## Roles and permissions

To approve and reject questions or individual answers, you must be assigned the **Questions & Answers** solution and either the Account Administrator, Content Administrator, or Content Moderator portal role.

Learn more about these roles by referring to the [Users and permissions](#)  topic in the Bazaarvoice knowledge base.

## Approve or reject questions

**Note:** You can approve or reject a question from the **list view** or the **detailed view**.

To approve or reject a question from the **list view**:

1. Sort questions by date, select either **Sort by date: Old to new** or **Sort by date: New to old** from the drop-down list.
2. Select **Moderation details** on any question. The **Moderation details** modal appears.
3. (Optional) Select either **Approved** or **Rejected**.
4. (Optional) Select moderation codes to indicate your reasons for rejecting a question.

**Note:** You can add new moderation codes *without* having to update the moderation status.

5. Select **Save**.

**Moderation details** (Question ID:95644) ×

**Status**

Moderated on: August 4, 2023 at 3:00 PM BST

☐ Approved

☒ Rejected

**Codes**

LOCKED MODERATION CODES ⓘ

☒ Approved by a client (ABC)

☒ Rejected by Client (RBC)

☐ Competitor Reference (CR)

☐ Customer Service (CS)

☐ Directing Business Away (DBA)

☐ Foreign Language (FL)

☐ Generally Inappropriate Content (GIU)

☐ Inappropriate Image (IMG)

☐ Inappropriate/Unrelated (IU)

☐ Legal Interest (LI)

☐ Personally Identifying Information (PII)

☐ Presence of URL (URL)

☐ Product Description (PD)

☐ Profanity (PRF)

☒ Purchase/User Experience (PUX)

☐ rejected (REJ)

☐ Shipping Issues (SI)

☐ Spam or Duplicate Content (SPM)

Cancel Submit

**Note:** The question moderation status updates to **APPROVED** or **REJECTED** and displays a moderation timestamp. A locked moderation code, either **Approved By Client [ABC]** or **Rejected By Client [RBC]**, is also added to the **Moderation details** modal to indicate you moderated the content.

To approve or reject a question from the **details view**:

1. [Search](#) for the question or set of questions you want to moderate.  
**Tip:** To sort questions by date, select either **Sort by date: Old to new** or **Sort by date: New to old** from the drop-down list.
2. When you find the question you want to moderate, select either the question title or **View details** to open the detailed view.
3. To **approve** a question, select **Approve** in the upper-right corner above the question title.  
**Note:** The moderation status badge updates to **APPROVED** and displays a moderation timestamp. A locked moderation code, **Approved By Client [ABC]**, is also added to the **Moderation details** modal.
4. To **reject** a question:

- Select **Reject** in the upper-right corner above the question title. The **Moderation details** modal appears.
- (Optional) If applicable, select the appropriate moderation codes to indicate your reasons for rejecting a question.
- Select **Save**.

**Moderation details** (Question ID: 95644) ×

Status updated to rejected. Do you want to add tags?

- ☐ Competitor Reference (CR)
- ☐ Customer Service (CS)
- ☐ Directing Business Away (DBA)
- ☐ Foreign Language (FL)
- ☐ Generally Inappropriate Content (GIU)
- ☐ Inappropriate Image (IMG)
- ☐ Inappropriate/Unrelated (IU)
- ☐ Legal Interest (LI)
- ☐ Personally Identifying Information (PII)
- ☐ Presence of URL (URL)
- ☐ Product Description (PD)
- ☐ Profanity (PRF)
- ☒ Purchase/User Experience (PUX)
- ☐ rejected (REJ)
- ☐ Shipping Issues (SI)
- ☐ Spam or Duplicate Content (SPM)
- ☐ Underage User (UA)
- ☐ Vacuous/Lack of Text (VAC)
- ☐ Wrong Product (WP)

Close Submit

The question moderation status badge updates to **REJECTED** and a moderation timestamp is displayed (whether you add moderation codes or not). A locked moderation code, **Rejected By Client [RBC]**, is also added to the **Moderation details** modal.

**Tip:** When moderating questions, [set up and save a custom filter](#) that displays only the set of questions you're interested in.

## Approve or reject answers

**Note:** You can only approve or reject an individual answer in the **details view** of the question.

To approve or reject an answer:

1. Select **View details** to open the details view.
2. Scroll down to the **Answers** section.
3. Select **Moderation details**. The **Moderation details** modal appears.
4. Select one of the following options:
  - (Optional) Select **Approved**.

- (Optional) Select **Rejected** if an answer is inappropriate, irrelevant, or breaches the answer submission guidelines.
- 5. (Optional) Add appropriate moderation codes to indicate your reasons for approving or rejecting an answer.
- 6. Select **Save**.

Moderation details (Answer ID:94638) ×

**Status**

Moderated on: August 1, 2023 at 4:30 PM BST

☐ Approved

☒ Rejected

**Codes**

LOCKED MODERATION CODES ⓘ

☒ Approved by a client (ABC)

☒ Rejected by Client (RBC)

☒ Competitor Reference (CR)

☒ Customer Service (CS)

☒ Directing Business Away (DBA)

☒ Foreign Language (FL)

☐ Generally Inappropriate Content (GIU)

☐ Inappropriate Image (IMG)

☐ Inappropriate/Unrelated (IU)

☐ Legal Interest (LI)

☐ Personally Identifying Information (PII)

☐ Presence of URL (URL)

☐ Product Description (PD)

☐ Profanity (PRF)

☐ Purchase/User Experience (PUX)

☐ rejected (REJ)

☐ Shipping Issues (SI)

☐ Spam or Duplicate Content (SPM)

Cancel

Submit

The answer moderation status updates to **APPROVED** or **REJECTED** and displays a moderation timestamp. A locked moderation code, either **Approved By Client [ABC]** or **Rejected By Client [RBC]**, is also added to the **Moderation details** modal.

**Note:** You can add new moderation codes *without* having to update the moderation status.