



bazaarvoice™

Ratings & Reviews

content management in Portal

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Manage your content in Ratings & Reviews

Use the Bazaarvoice Portal **Ratings & Reviews content management tool** to manage your user-generated content (UGC). Advanced functionality and powerful filtering options helps you to:

- Navigate your reviews
- Monitor the content
- Respond to consumer feedback
- Approve or reject reviews

Get started

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

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

Note: To access Ratings & Reviews in Portal you'll need to be assigned one of the following roles by the Account Administrator:

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

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



This video will open in your browser.

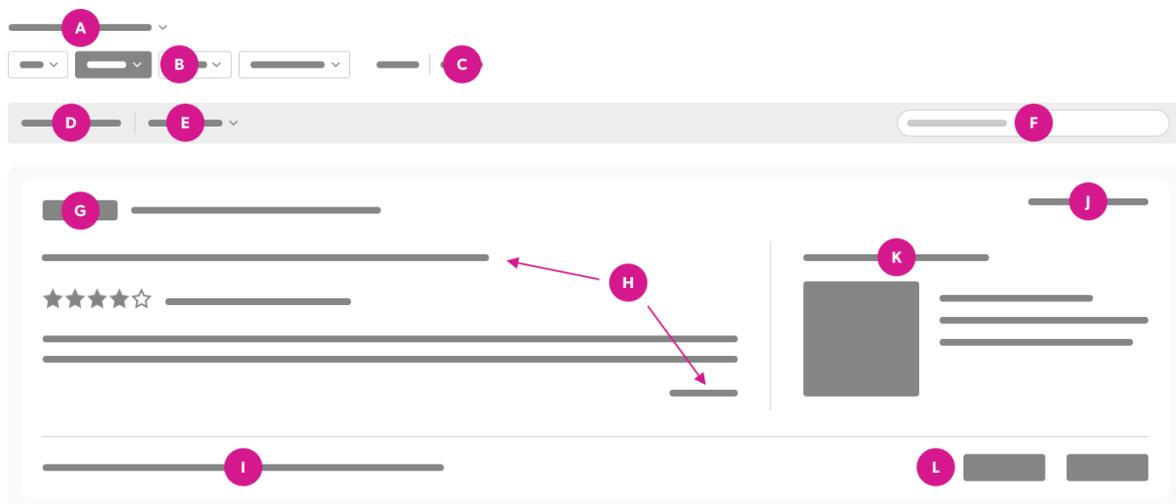
Search, sort, and filter your UGC

Navigate your review content in ways that suit you. Perform a [quick search](#) to find either an individual review or all reviews of a specific product. Or create and save [custom filters](#) to easily display the content you want to focus on.

The list view

When you sign in to Portal and select **Ratings & Reviews**, you'll see a list view that allows you to search, sort, and filter your content. To explore content in detail, open up the [detailed view](#) of any listed review.

The following illustration highlights the key elements in the list view.



A—[Saved filters drop-down](#)

B—[Filter category](#)

C—[Save filters](#)

D—[Review count](#)

E—[Sort methods](#)

F—[Search field](#)

G—[Moderation status label](#)

H—[View details](#)

I—[Moderation codes](#)

J—[Review ID](#)

K—[Product information](#)

L—[Reject or Approve](#)

Perform a quick search

The list view includes a search bar that allows you to search by keyword, product ID, or review ID.

- **To search for reviews of a specific product:** In the list view, apply any [filters](#) or [sorting](#), then enter the product ID or keyword in the search field and press **Enter**.
- **To find a specific review:** In the list view, select **Clear all** to clear any active search filters, then enter the review ID in the search field and press **Enter**.

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



A—*Saved filters drop-down*

B—*Sort methods*

C—*Search field*

Sort your reviews

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

- Sort by rating: Low to high
- Sort by rating: High to low
- Sort by date: Old to new
- Sort by date: New to old

Apply and save filters

You can select various filter categories and values to narrow down your content, making it easier to explore and manage your reviews. In addition, you can set up and save multiple custom filters to optimize your workflows.

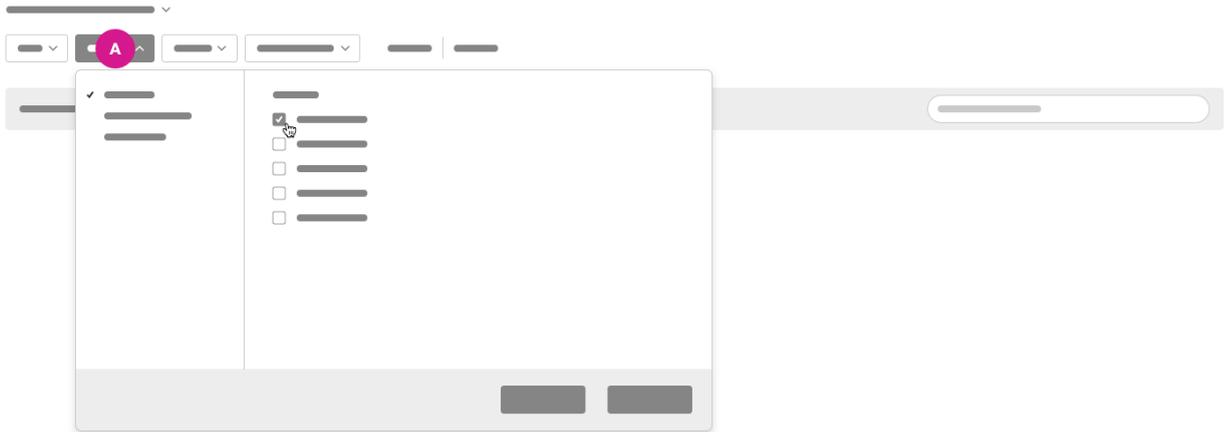
The following table shows the filter categories and values you can apply and save:

Filter category	Filter values and additional criteria	
Date	Select one: <ul style="list-style-type: none"> • Yesterday • Last 7 days • Last 30 days • This month • Last month • This calendar quarter Or enter custom dates.	
Content	Campaign ID	Select a web or email campaign source, or enter a custom campaign ID.
	Featured	Select: Featured reviews
	Locale (If your instance includes more than one locale, your locales will be listed)	For example Select one or more: <ul style="list-style-type: none"> • de_US • en_US • es_US • fr_US • jp_US • no_US • zh_US
	Rating	Select one or more: <ul style="list-style-type: none"> • 1 star • 2 stars • 3 stars • 4 stars • 5 stars
	Responses	Select one: <ul style="list-style-type: none"> • Reviews with a response • Reviews without a response
	Review IDs	Enter at least one review ID
	Visual content	Select one or more: <ul style="list-style-type: none"> • Reviews with photos • Reviews without photos • Reviews with videos • Reviews without videos
Products	Product	Enter product names or IDs as required
	Category	Enter category names or IDs as required
	Brand	Enter brand names or IDs as required
Moderation	Moderation status	Select one or more: <ul style="list-style-type: none"> • Approved • Rejected • Pending
	Moderation codes	Select one or more from the list. You can also select No moderation codes.
Contributor	Review contributor	Enter contributor names or IDs

Filter reviews

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**.

Note: Repeat steps 2 and 3 to apply more filters.



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

Save 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.

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 set it up and save it again.

Manage reviews

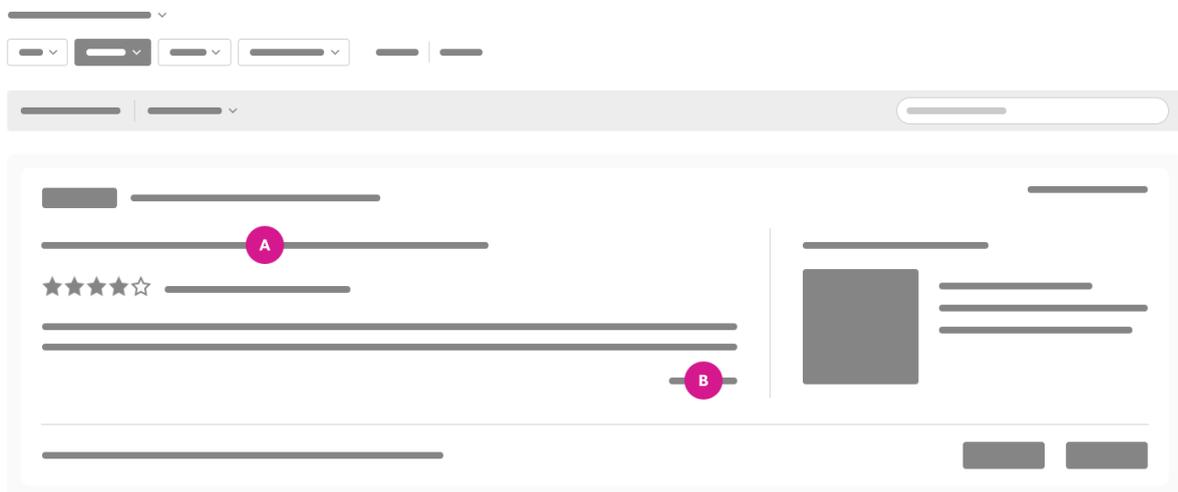
Open the detailed view to read reviews, inspect visual content, and explore comments and helpfulness votes contributed by consumers. You'll also find product and reviewer information.

You'll need to open up the detailed view to perform content management tasks such as responding to reviews, adding notes, and moderating content.

To open up the detailed view:

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

The following illustration of the list view highlights the two ways of opening the detailed view.



A—Review title

B—View details

The details view

The following illustration highlights the key elements in the detailed view.



A—[All reviews \(list view\)](#)

B—[Product and reviewer information](#)

C—[Moderation status label](#)

D—[Visual content](#)

E—[Responses](#)

F—[Previous review/Next review](#)

G—[Moderation codes](#)

H—[Helpfulness votes](#)

I—[Reject or Approve](#)

J—[Comments](#)

Navigate between reviews

To open a review, select either the review title or **View details**. Within the detailed view, you can navigate to the next listed review by selecting **Next review**, or go back to the previous one by selecting **Previous review**. This function is beneficial when you have applied filters to perform tasks such as [responding to reviews](#) or [moderating your content](#).

View secondary ratings

Secondary ratings provide a snapshot rating of your product's attributes or qualities. For instance, ratings on attributes like "quality," "design," and "value for money" for an exercise bike can assist consumers in deciding which one is most suitable for their needs.

The screenshot shows a product review interface for a 'Nukeproof Dissent COMP 290 Bike'. The review is titled 'Best bike, light and fast!!' and is dated October 2, 2022. The review has a 5-star rating. Below the stars, there are four secondary ratings: Quality (4/5), Design (5/7), Comfort (3/11), and Value (5/5). Each rating is represented by a horizontal bar with a percentage of the bar filled. The interface also includes a 'Product details' section with a bike image, 'About the reviewer' information, 'Moderation tags' (Competitor Reference (CR) and Customer Service (CS)), and 'Internal notes'. There are navigation buttons for 'Previous review' and 'Next review', and a 'Feature this review' toggle.

Secondary product ratings appear below the review stars in the **Details** view.



Note: Secondary ratings are separate and **do not** affect the product's overall rating.

Key benefits

- Secondary ratings offer greater details about product qualities which helps consumers make better purchase decisions.
- They pinpoint areas where you fall short as a brand, allowing you to improve your products.

Product-specific questions

To allow consumers to rate specific aspects of your products, you must add product-specific questions to your [review submission form](#). For example, in addition to asking a consumer to write a review, you may want them to rate your products on attributes like "Comfort", "Ease of use",

“Delivery”, or “Price” on a rating scale of 1-5.

The rating slider can be completely customized. You can choose between different rating scales, such as 1-3, 1-5, or 1-7. Additionally, you can personalize the rating scale values to meet your specific requirements. For example, if you want to create a "Customer Service" rating slider, you can define unique rating labels like "Poor," "Average," and "Excellent," or simply opt for a rating range of 1-3.

Note: Use the [Submission Form Editor](#) in Portal Configuration to add the product attribute questions.

View visual content

If a review 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.
You'll navigate straight to the video and photo thumbnails.
2. Select **Expand and view** to inspect the visual content.

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

Caution: It is essential to inspect images and play video content before you approve a review.

Tip: To quickly find reviews that include photos or videos, use the **Visual content** filter in the **Content** category.

View product details

When you select either the review title or **View details** to open a review, you can view information about the actual product.

The following information is displayed in the **Product details** panel on the left side of the review:

- Product ID
- Product category
- Category ID
- Brand ID
- Brand
- The product description (select **Show description** to view)

Tip: Select the product link to open the product details page on your site.

View reviewer details

Under the **Review contributor** panel to the left side of the review, you can view the following information:

- Contributor badge
- Reviewer name
- Reviewer email address (redacted)
- Reviewer ID
- Reviewer's location (if provided)

Note: A reviewer's email address is considered personally identifiable information (PII). PII is redacted by default, it can only be viewed by users who have been granted [access to PII](#)  by the Account Administrator.

View consumer comments

When you select either the review title or **View details** to open a review, you can read any comments that have been added by shoppers who have seen the review.

- If any comments are attached, the number will be shown in the panel to the right of the review.
- To read the comments, select **Jump to comments**.

View helpfulness votes

In the panel to the right of the review, you can view the number of helpfulness votes registered by shoppers who have seen the review.

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

View additional information collected through customized questions

If your review submission forms include any [customized questions](#) , the additional items of information you collect from review contributors will be listed directly below the review text in the detailed view.

Respond to reviews

Your public responses to customer reviews can help create a positive image of your brand. For example, when you post helpful responses to negative feedback, shoppers can see that you're attentive to customers.

Note: Only users who have been assigned the role of Account Administrator, Content Administrator, or Content Responder can respond to reviews and edit or delete responses. Learn more about [users and permissions](#) .

Post a response to a review

(Optional) [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.

1. Select either the review title or **View details** to open the review.
2. Read the review and enter your response in the text field.
3. Select **Add a response name**, enter your public display name, and select **Save**.

Tip: If you have any saved response names, you can select one from the alphabetically ordered drop-down list.

4. To post your public response, select **Add**.

Note: Your response will now appear with the review on your site. Depending on your distribution package, the updated review can also be syndicated either to the site of a selected retailer or to all retailers in the Bazaarvoice Network.

Add a response name

Before submitting a review response, you need to provide a response name. This is a public display name that will be posted with your response. When you add a response name, it is automatically saved in a drop-down list.

Note: Until you make a new selection, the last response name you selected from the drop-down list will remain the default.

1. Select either the review title or **View details** to open a review.
2. If there are no saved response names, select **Add a response name**. Or select **Add another response name**.
3. Enter your public display name and select **Save**.

The new response name will appear within the alphabetically ordered drop-down list of saved response names.

Delete a saved response name

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.

2. Select either the review title or **View details** to open a review.
3. Find the name you want to delete in the alphabetically ordered drop-down list.
4. Point to the name you want to delete so that it is highlighted in the list.
5. Select the trashcan icon to delete the highlighted name.

Note: The deleted response name will no longer appear in the drop-down list. If you accidentally delete a name, you can add and save it again.

Edit a response

After a response is posted, you can edit it.

Note: If you're a retailer who participates in the Connections program, you can delete a response posted by a brand, but you **can't** edit it.

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list..
2. Select either the review title or View details to open the review.
3. Select **Edit** under the response you wish to change.
4. Make your changes and select **Update**.

Delete a response

After a response is posted, you can edit or delete it.

Note: If you're a retailer who participates in the Connections program, you can delete a response posted by a brand, but you **can't** edit it.

Caution: Deleting a response is permanent and you can't undo this action.

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.
2. Select either the review title or **View details** to open the review.
3. Select **Delete** under the response you wish to remove and confirm that you want to permanently delete the response.

Add internal notes

In the [details view](#), you can add notes which will be visible to your team members. Adding internal notes can be a useful way of recording your comments about the content of the review or any responses that have been posted.

Note: Only users who have been assigned the role of Account Administrator, Content Administrator, Content Responder, or Content Moderator can add notes. Learn more about [Portal roles and capabilities](#).

To view and add internal notes:

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.
2. Select either the review title or **View details** to open the review.
3. Read any existing entries under **Internal notes**.
4. Enter your note in the text field and select **Add**.

Note: When you add a note, the date and time will be recorded and displayed along with your username. You can't edit or delete internal notes.

Contributor badges

Contributor badges are labels that highlight reviewers who have submitted significant or helpful product reviews. Consumers are more likely to be influenced by reviews written by an **Expert** contributor. Badges add credibility to your product reviews.

Note: Badges are associated with a user's profile. **Staff**, **Top contributor**, or **Expert** badges will appear on any reviews written by that user. Badges also show up on comments left by that user, including comments on other users' reviews.



Learn how to enable badges using Portal [🔗](#)

Ratings & Reviews in Portal displays the following badge types:

- **Staff** (affiliation badge)
Highlights the reviewer has an affiliation with the product or retail organization or is employed by your company.



- **Top contributor** (merit badge)
Top contributor badges are awarded to reviewers based on the quantity and helpfulness of submitted reviews. These badges are automatically calculated and applied **daily**.



- **Top contributor**—This is the highest ranking contributor badge.
- **Top 10 contributor**—Indicates the top 10 contributors of useful content.
- **Top 25 contributor**—Indicates the top 25 contributors of useful content.
- **Top 50 contributor**—Indicates the top 50 contributors of useful content.
- **Top 100 contributor**—Indicates the top 100 contributors of useful content.
- **Top 250 contributor**—Indicates the top 250 contributors of useful content.
- **Top 500 contributor**—Indicates the top 500 contributors of useful content.
- **Top 1000 contributor**—Indicates the top 1000 contributors of useful content.

Note: Badges range from **Top Contributor** (highest rank) to **Top 10 contributor** to **Top 1000 contributor**.

- **Expert**
Highlights the reviewer has a high level of expertise or experience with your products or services.



Note: Badges have a default style that adheres to Bazaarvoice's design templates. However, your Account Administrator can [customize](#) the badge image that appears on your website, to align with your company's brand and styling.

Featured reviews

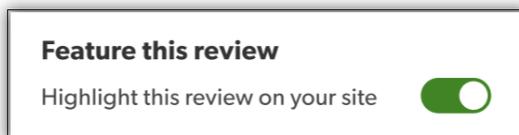
To highlight content that is helpful to your consumers, you can label reviews as **Featured**. A featured label will be displayed with featured reviews both in the content management solution and on your website.

Note: There is no limit on the number of reviews you can feature.

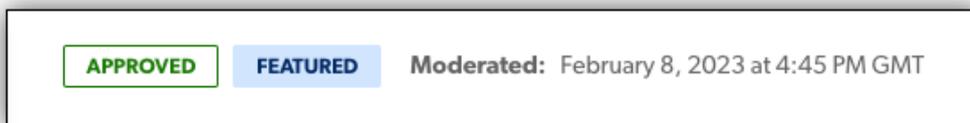
Tip: To give prominence to featured reviews on your site, you can [customize your reviews display settings](#) to allow shoppers to sort reviews by featured content.

To feature a review:

1. Search for a review, or apply any desired filtering or sorting to your reviews list.
2. Select either the review title or **View details** to open the review.
3. Read the review and view any included visual content
4. Switch on the **Feature this review** toggle.



The **FEATURED** badge will be displayed above the review title.

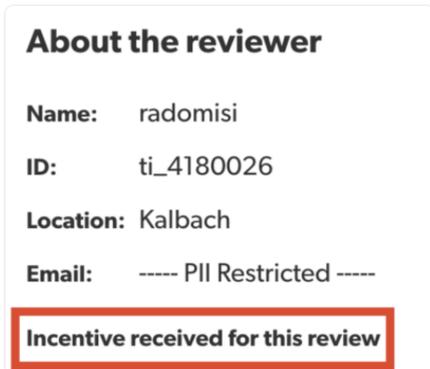


Note: To remove the featured status from a review, switch off the **Feature this review** toggle.

Tip: To list your featured reviews, use the **Featured** filter in the **Content** category.

Incentivized reviews

You must inform consumers when reviews are incentivized. To highlight that a reviewer received an incentive in exchange for a review, you can add an **Incentive received for this review** label. An incentive might include a free or discounted product or service, an entry into a sweepstakes, or loyalty reward points.



Tip: Online shoppers expect this level of transparency, and disclosing incentivized reviews helps build trust between consumers and your company.

Bazaarvoice is committed to content authenticity. We believe consumers have a right to trust the reviews they read. Refer to the Bazaarvoice [Authenticity Policy](#)  for more information about content authenticity guidelines.

Moderate reviews

All UGC in the Bazaarvoice Network goes through a rigorous [moderation process](#). Ratings & Reviews—content management allows you to see the outcome of the Bazaarvoice moderation process for each collected review. You can see whether reviews were approved or rejected by Bazaarvoice, and the reasons why they were rejected. You can also approve reviews, apply moderation codes, and reject reviews if the content violates Bazaarvoice guidelines.

Note: To learn more about about content authenticity requirements, refer to the [Bazaarvoice Authenticity Policy](#).

Moderation status labels

Each review is labeled with a moderation status: **APPROVED**, **REJECTED**, or **PENDING**. The moderation status label is displayed above the title of each review, both in the list view and in the detailed view. The date and time of Bazaarvoice moderation are displayed beside the moderation status label.

Understanding moderation status:

APPROVED—Either the Bazaarvoice moderation process has approved the review, or it has been approved in Ratings & Reviews by a member of your team. Content with the ‘approved’ status label is currently displayed on your site. If you have a distribution package, approved content is also eligible for syndication to other sites in the Bazaarvoice Network.

REJECTED—Either the Bazaarvoice moderation process has rejected the review, or it has been rejected in Ratings & Reviews by a member of your team. Content with the ‘rejected’ status label is not currently displayed on your site. 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 passed through the Bazaarvoice moderation process, which determines whether reviews are approved or rejected. Content with the ‘pending’ status label is not currently displayed on your site. If you have a distribution package, pending content is not eligible for syndication to other sites in the Bazaarvoice Network.

Note: The Bazaarvoice moderation process can take up to 48 hours. If some of your reviews are labeled **ON HOLD**, or if a **PENDING** label remains in place for more than 48 hours, it is probable that you have a customized setting added to the moderation process for your UGC. To report unexpected delays in the moderation process, contact [Bazaarvoice Client Care](#).

Moderation codes

Moderation codes are applied to indicate the specific reasons why a review has been approved or rejected.

- Reviews rejected by Bazaarvoice moderation will always be tagged with at least one moderation code.
- You can also add moderation codes to your reviews after you've read them and inspected any visual content.
- Moderation codes are displayed in both the list view and the detailed view.

Tip: To optimize your content management workflows, you can [apply filters](#) with selected moderation codes.

For more detailed information about the moderation codes used for tagging reviews in the Bazaarvoice Network, refer to the general [Moderation](#) [🔗](#) topic.

Approve and reject reviews

You might find it useful to occasionally check that the Bazaarvoice moderation process is working as you expected, and that content is being approved or rejected correctly.

To do this efficiently, [set up and save a custom filter](#) to list the set of reviews you want to explore.

Use your saved filter to navigate through the reviews, read the text, and inspect any visual content before deciding whether the UGC was moderated correctly.

Caution: If you approve or reject UGC, you must ensure your moderation decisions reflect high authenticity standards and support consumer confidence. Refer to the [Bazaarvoice Authenticity Policy](#) [🔗](#) for more information about content authenticity requirements.

Note: To approve and reject reviews, you must be assigned the role of Account Administrator, Content Administrator, or Content Moderator. Learn more about [users and permissions](#) [🔗](#).

Approve reviews

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.
2. Select either the review title or **View details** to open a review.
3. Read the review and view any included visual content.
4. (Optional) In the panel to the right of the review content, select **Edit moderation codes**, add any appropriate codes, and select **Apply**.
5. Select **Approve** if you want to approve a review for publication and syndication. It's important to view images and video content **before** approving a review.

Note: **Approved by Client (ABC)** is applied automatically to show that you approved content. Once applied, these moderation codes will be permanently displayed with the review in Ratings & Reviews.

Tip: To optimize your workflow when moderating reviews, [set up and save a custom filter](#) that displays the set of reviews you want to explore.

Reject reviews

1. [Search for a review](#), or apply any desired [filtering](#) or [sorting](#) to your reviews list.
2. Select either the review title or **View details** to open a review.
3. Read the review and view any included visual content.
4. (Optional) In the panel to the right of the review content, select **Edit moderation codes**, add any appropriate codes, and select **Apply**.
5. Select **Reject** if a review is inappropriate, irrelevant, or breaches the writing guidelines for review submission.

Note: **Rejected by Client (RBC)** codes are applied automatically to show that you rejected content. Once they are in place, these moderation codes will be permanently displayed with the review in Ratings & Reviews.

Tip: To optimize your workflow when moderating reviews, [set up and save a custom filter](#) that displays the set of reviews you want to explore.

Removing product reviews

You cannot reject reviews simply to improve your product ratings, as this would violate authenticity standards and result in a loss of consumer confidence in your UGC.

There are some **legitimate** reasons to remove reviews from display on your site (and other sites if you have a Network distribution package). For example, you might need to remove old reviews that refer to an older product version that's no longer available.

Remove a review

1. [Search](#) for the review.
2. When you find the review you want to remove, select either the title or **View details** to open the detailed view.
3. To confirm that you want to remove it, read the review and inspect any included visual content.
4. (Optional) In the panel to the right of the review content:
 - Select **Edit moderation codes** and add a code to indicate your reason for rejecting the review.
 - Under **Internal notes**, [enter notes](#) to explain why you're rejecting the review.
5. Select **Reject** to remove the review from your site.

If your reviews are syndicated, the rejected review will no longer appear on any other sites within the Bazaarvoice Network.

Note: If you need to approve the review again, you can remove the assigned moderation codes and select **Approve**. However, reviews that have been approved or rejected by a client are **permanently** tagged as **Approved by Client (ABC)** or **Rejected by Client (RBC)**. It's not possible to remove these codes.