



**bazaarvoice™**

# **Ratings & Reviews (beta)**

## **content management in Portal**

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# Manage your content in Ratings & Reviews

Manage your user-generated content (UGC) in the Bazaarvoice Portal using the Ratings & Reviews content management tool. Advanced functionality and powerful filtering options make it easy to navigate your reviews, monitor the content, and respond to consumer feedback.


## 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 have been 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.*

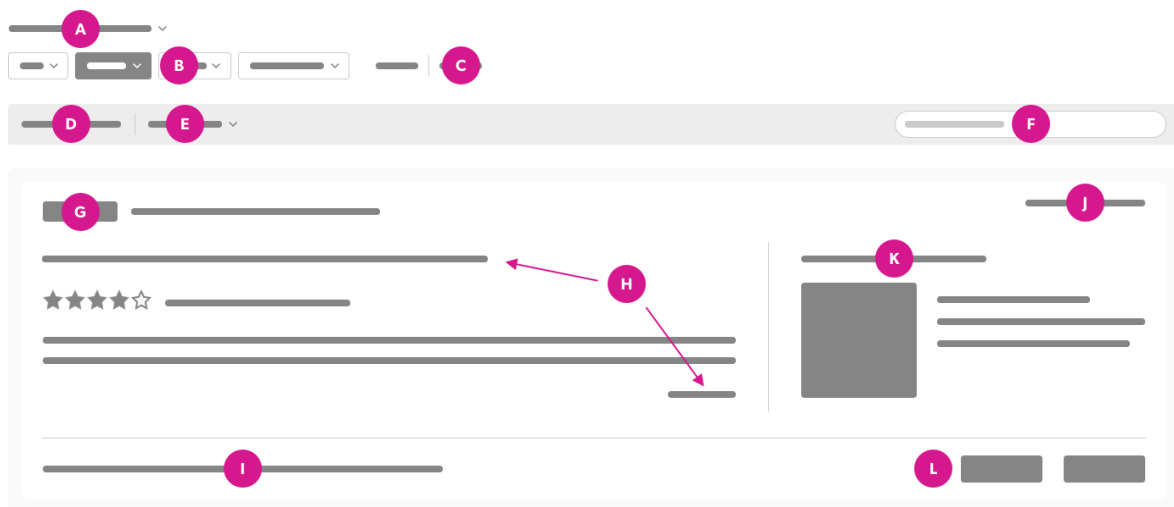
# Search, sort, and filter your UGC

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 tags](#)

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.

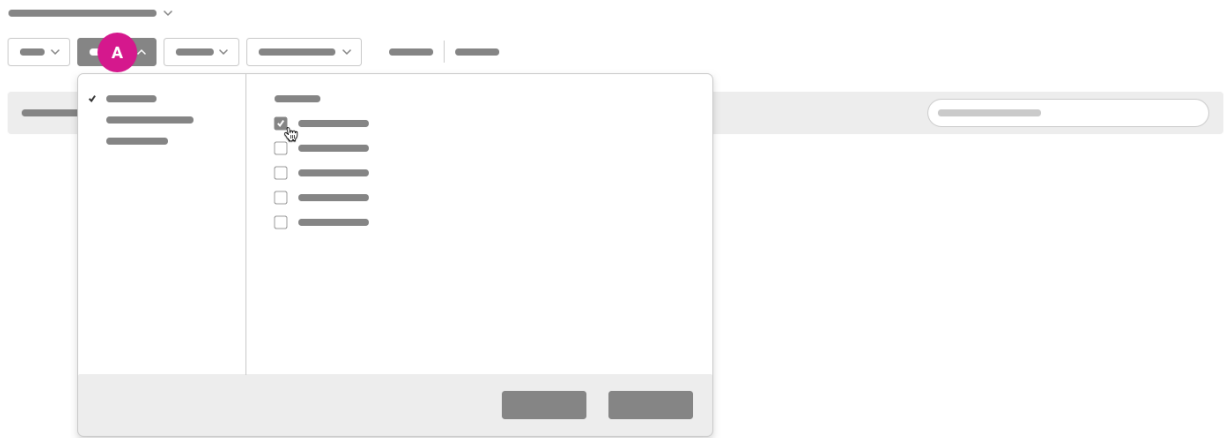
The following table shows the filter categories and values you can apply and save:

| Filter category | Filter values and additional criteria  |  |
|-----------------|--|--|
| Date            | Select one: <ul style="list-style-type: none"> <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> 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<br>(If your instance includes more than one locale, your locales will be listed)  | For example<br>Select one or more: <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> |
|                 | Rating   | Select one or more: <ul style="list-style-type: none"> <li>• 1 star</li> <li>• 2 stars</li> <li>• 3 stars</li> <li>• 4 stars</li> <li>• 5 stars</li> </ul>   |
|                 | Responses  | Select one: <ul style="list-style-type: none"> <li>• Reviews with a response</li> <li>• Reviews without a response</li> </ul>  |
|                 | Review IDs   | Enter at least one review ID   |
|                 | Visual content   | Select one or more: <ul style="list-style-type: none"> <li>• Reviews with photos</li> <li>• Reviews without photos</li> <li>• Reviews with videos</li> <li>• Reviews without videos</li> </ul>     |
| 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"> <li>• Approved</li> <li>• Rejected</li> <li>• Pending</li> </ul>  |
|                 | Moderation tags  | Select one or more from the list. You can also select No moderation tags.  |

**To select and 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.

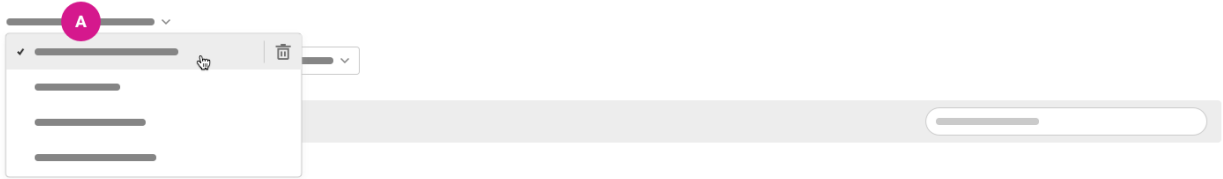


*A—Filter category open, with filter value and criteria selected.*

### To set up and 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.

### To 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.



## Read and view details

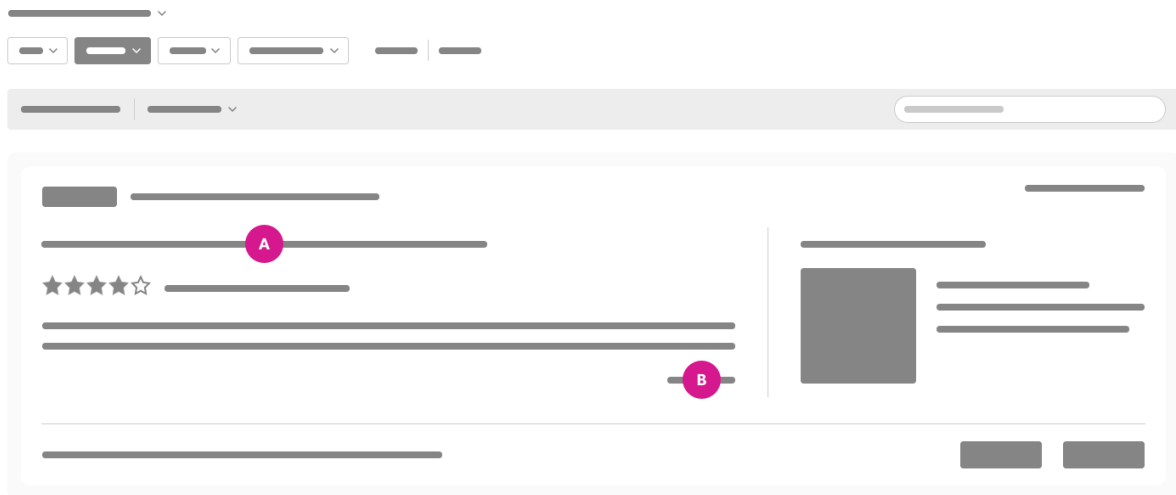
Open the detailed view to read reviews, inspect visual content, and explore comments and helpfulness votes contributed by consumers. You'll also find product and reviewer information.

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 detailed 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 tags

H—Helpfulness votes

I—Reject or Approve

J—Comments

## 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.

## 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 information about the product and reviewer

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

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.

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

- The name provided by the reviewer
- The reviewer ID

- The reviewer's location (if provided)

**Note:** The reviewer'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.

## Read 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](#) .

### To post a response to a review:

1. (Optional) [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 enter your response in the text field.
4. 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.

5. 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 and delete response names

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.

### To add a response name:

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.

### To 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 or delete a review 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.

### To edit a response:

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**.


### To delete a response:

**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.

## View and add internal notes

In the [detailed 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 [users and permissions](#) .

### 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.

## Feature a review

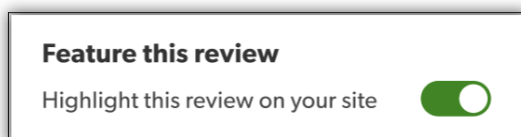
To highlight content that is helpful to your consumers, you can badge reviews as **Featured**. Featured badges are displayed with featured reviews both in the content management app and on your site.

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

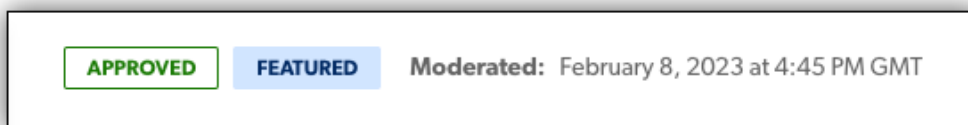
**Tip:** To give prominence to featured reviews on your site, you can [customize your reviews display settings](#) to allow shoppers to sort reviews by featured content.

### 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.



# Moderation in Ratings & 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 reviews were rejected. You can also approve reviews, apply moderation tags, 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 tags

Moderation tags are applied to indicate the factors that have contributed to UGC approval or rejection. Reviews rejected by Bazaarvoice moderation will always be tagged with at least one moderation tag. You can also add moderation tags to your reviews when you've read them and inspected any visual content. A review's moderation tags 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 tags.

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

## Moderating content

You might find it useful to occasionally check that the Bazaarvoice moderation process is working as you expect, and content is being approved or rejected correctly. To do this efficiently, you could [set up and save a custom filter](#) to list the set of reviews you want to explore. Then, using your saved filter, you could navigate through the reviews, reading the text and inspecting 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 or add and remove moderation tags, you must have been assigned the role of Account Administrator, Content Administrator, or Content Moderator. Learn more about [users and permissions](#) [🔗](#).

### To change the moderation status of 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 tags**, add any appropriate tags, and select **Apply**.
5. Select one of the following options:

- **Approve** if you want to approve a review for publication and syndication.

**Note:** It is important to [view images and video content](#) **before** approving a review.

- **Reject** if a review is inappropriate, irrelevant, or breaches the writing guidelines for review submission.

**Note:** Approved by Client (ABC) and Rejected by Client (RBC) tags are applied automatically to show that you took action to approve or reject content. Once they

are in place, these moderation tags will be permanently displayed with the review in Ratings & Reviews, regardless of whether the current status is 'approved' or 'rejected'.

**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 reviews for a product

You may not reject reviews simply to improve your product ratings. Doing so would violate authenticity standards and would result in a loss of consumer confidence in your UGC. However, 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 to ensure that all of the displayed reviews refer to the latest design of a product, rather than to an older version that is no longer available to shoppers.

### To 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 tags** and add a tag to indicate your reason for rejecting the review.
  - Under **Internal notes**, [enter notes](#) to explain why you are 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 decide to approve the review again, you can remove the assigned moderation tags and select **Approve**. However, reviews that have been approved or rejected by a client are permanently tagged in Ratings & Reviews as **Approved by Client (ABC)** or **Rejected by Client (RBC)**. It is not possible to remove these tags.