

int_bazaarvoice¹

Version 15.1.0



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1. Summary

This document provides technical instructions for installing the Demandware Integration LINK integration that lets you integrate Bazaarvoice (BV) solutions with a Demandware storefront. This document is intended for individuals who possess at least a general understanding of the following topics:

- Web development
- Demandware UX Studio integrated development environment (IDE)
- Bazaarvoice Conversations (Ratings & Reviews and/or Question & Answer)
- Interface components

2. Component Overview

2.1 Functional Overview

Bazaarvoice maintains a pre-built integration into the Demandware platform. This pre-built integration is delivered in the form of a Demandware LINK cartridge.

The cartridge is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This cartridge may need to be customized by the client in order to implement functionality not included in the cartridge.

The Demandware LINK integration supports the following Bazaarvoice (BV) feature set:

- ⤴ Ratings & Reviews
 - Submission
 - Display
 - Hosted Inline Ratings on Category & Search Results pages
 - Post-Interaction Email (PIE)
 - Bazaarvoice SEO
- ⤴ Question & Answer
 - Submission
 - Display
 - Bazaarvoice SEO
- ⤴ ROI beacon
 - Tracks transaction data when orders are placed.
 - Replaces the need for the Post-Interaction-Email feed.

The Demandware LINK Integration, which is also referred to as the Bazaarvoice (BV) cartridge, provides the following integration points with Bazaarvoice (BV) solutions:

- ⤴ Demandware Storefront functionality
 - Ratings & Reviews (R&R)

- Question & Answer (Q&A)
- ⤴ For storefront functionality to work properly, the following integration would be set up in business manager
 - Product export feed generation
 - Post-Interaction-Email (PIE) feed generation (Note: purchase data received by Bazaarvoice via the ROI beacon feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.)

2.2 Use Cases

⤴ Ratings & Reviews

List the use cases and appropriate action take listed below:

| Use Case Scenarios | Result |
|--|--|
| The merchant implement Ratings and Reviews service from BV | <ul style="list-style-type: none"> • User will be able to see a summary of ratings on the product detail page. <ul style="list-style-type: none"> ◦ Clicking on the number rating or number of reviews will scroll the page to the reviews tab. ◦ Clicking on the Write a Review button will open a review submission modal. A review and rating can be submitted through this form. • User will be able to read full reviews within a tab on the product page. <ul style="list-style-type: none"> ◦ Clicking on the Write a Review button will open a review submission modal. A review and rating can be submitted through this form. |

✦ Question & Answer

List the use cases and appropriate action take listed below:

| Use Case Scenarios | Result |
|--|---|
| The merchant implement Question and Answer content service from BV | <ul style="list-style-type: none">• User will be able to see a summary of questions and answers on the product detail page.<ul style="list-style-type: none">○ Clicking on the number of questions or number of answers will scroll the page to the Questions & Answers tab.○ Clicking on the Ask a question button will open a question submission modal. A question can be submitted through this form.• User will be able to read full questions and answers within a tab on the product page.<ul style="list-style-type: none">○ Clicking on the Ask a question button will open a review submission modal. A question can be submitted through this form.○ Clicking on an Answer this Question button for any question, the user can submit an answer to another user's question. |

✦ Hosted Inline Ratings

List the use cases and appropriate action take listed below:

| Use Case Scenarios | Result |
|--|--|
| The merchant implement Hosted Inline Ratings service from BV | User will be able to view inline star ratings on the category/search product grid. |

⤴ Product feed

List the use cases and appropriate action take listed below:

| Use Case Scenarios | Result |
|--|--|
| The merchant implement Product Catalog Export Feed to BV | A scheduled job must be set up to send product and category data to BV. After the job is set up and executed, it can be verified in the BV portal by navigating to Settings > Configuration Settings: Validate Product Feed, and clicking the “Invoke one-time import” link. |

⤴ ROI Beacon

List the use cases and appropriate action take listed below:

| Use Case Scenarios | Result |
|---|---|
| The merchant implement ROI Beacon service from BV | When a user completes and order, the transaction data is shared with BV through the ROI Beacon on the confirmation page. This can be verified in the BV portal by navigating to Settings > Configuration Settings: ROI Beacon / PIE Tag Testing |

2.3 Limitations, Constraints

Use of the Bazaarvoice Demandware LINK cartridge by itself does not grant nor enable use of the Bazaarvoice offerings (e.g. Ratings & Reviews, etc.). Bazaarvoice must separately enable the hosted Bazaarvoice SAAS services for the offerings to be available on the Demandware platform. This may require a separate agreement with Bazaarvoice. Contact Bazaarvoice for details.

2.4Compatibility

Compatible Demandware API version 13.6

Compatible Site Genesis version 15.3

2.5Privacy, Payment

Customer will create a display name when leaving a review. The display name will be seen to public.

The Bazaarvoice LINK cartridge itself is available free of charge. See “Limitations, Constraints” section for details regarding potential costs involved with enabling the Bazaarvoice hosted SAAS offerings.

3. Implementation Guide

See the document *Bazaarvoice Demandware LINK Cartridge Integration Guide.pdf* for detailed instructions for implementing the Bazaarvoice LINK cartridge.

4. Operations, Maintenance

4.1 Data Storage

The export and import feeds will be stored under webdav/Sites/Temp while the jobs are running and deleted when the jobs finished. There will not be feeds storage on Impex.

4.2 Availability

BV hosted services perform with an uptime of 99.9% reliability. Additionally, the Bazaarvoice services are designed in such a way to gracefully fail without impact on the Demandware webstore performance. If the event of failure, Bazaarvoice functionality will simply cease to exist on the target pages.

4.3 Support

Contact partner-support@bazaarvoice.com regarding this LINK cartridge.

5. Known Issues

6. Release History

| Version | Date | Changes |
|---------|---------|--|
| 15.1.0 | 8/14/15 | <ul style="list-style-type: none"> • Version number change to comply with DW LINK program guidelines • Site Genesis 15.3 compatibility • Image url encoding in product feed • Submission container • ROI beacon timing fix • Cloud SEO pagination fix • Cloud SEO bvreveal debug fix • Metadata change to group id for Product System Object |
| 14.1 | 7/24/14 | <ul style="list-style-type: none"> • Version number change to comply with DW LINK program guidelines • FTP host override • Inline ratings using BV ratings feed (GZIP format) support |
| 6.0.3 | | <ul style="list-style-type: none"> • Conversations 2013 platform support • Hosted inline ratings • Cloud based Bazaarvoice SEO integration • ROI Beacon • Simplified Site preferences by moving many configuration variables to a script file, and downsizing to a single preference group • Fixed Brand elements in the product and purchase feeds • Optional Product Family support |
| 5.2 | | <ul style="list-style-type: none"> • Support for multi-locale DW sites integrating with single BV instance • Additional data elements in product catalog feed for BV network functionality • Support for configurable image sizes in product catalog and orders feed generation processes • Remove issue with incorrect display on Search Results pages |
| 5.1.1 | | <ul style="list-style-type: none"> • Quota violation fix for plugin version 5.1 • Included functionality to open tab on PDP when clicking “read all reviews” (analogous fixes for displaying Ask & Answer and Stories content behind tabs) • Removed default value for “Bazaarvoice Encoding Key” preference • Removed global preference for bvdisplaycode (no longer used) • Timestamp automatically appended to Order Feed XML filename • Ratings statistics set to zero for all products prior to new statistic values being imported from XML ratings feed |