

Bazaarvoice hosted authentication reference and implementation guide



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Bazaarvoice-hosted authentication

Bazaarvoice can authenticate contributors with a simple step built into our content-submission process. In our experience, contributors typically abandon the submission process because they are asked to complete one of these two tasks:

- Create a new account if they are first-time contributors. This step often involves presenting the user with a lengthy form for the purpose of authentication.
- Sign in to their existing account. Returning users might find it hard to recall their user ID and password.

Bazaarvoice takes care of these barriers to content submission with an authentication step that makes it easy for your contributors as well as your staff:

- Contributors are routed directly to the content submission form. Authentication is as simple as entering their Facebook login credentials or their email address.
- Contributors can choose to be remembered on their computers and skip the authentication step on future submissions with the "Remember Me" cookie.
- Your IT department will have little to no work if you have our optimized submission form and have enabled JavaScript integration.

Case studies

Our clients have experienced a significant increase in review volume after switching to Bazaarvoice's authentication method:

- A retailer of home improvement products saw their daily review volume increase by 80%
- Travelocity's review volume increased by 50%

Both clients offered their customers the *Email with Remember Me* option.

Note

If you did allow anonymous reviews in the past, you might not see the same increase in review volume compared with clients who migrate from site authentication.

Prerequisites

The following table lists the prerequisites necessary for the various combinations of Bazaarvoice-hosted authentication:

	Email only	Email with Remember Me (RM*)	Email, RM* & Facebook
JS integration?	Not Required	Required	Required
Optimized submission?	Not Required	Required	Required
Features supported	Available for R&R only	Available for R&R, Q&A, and campaigns	Available for R&R, Q&A, and campaigns

*Remember Me is a browser cookie that simplifies future submissions

Workflow

Customers can choose to be authenticated by entering their email address or with their Facebook credentials. The workflow for each method is outlined below.

Email authentication workflow

The following steps describe the workflow that is associated with the email authentication option:

1. A customer provides a valid email address during a review, question, answer, campaign content, or comment submission. The customer can select the **Remember me on this computer** check box to skip the authentication step the next time they submit content from the same computer and browser.
2. Customer submits content.
3. Bazaarvoice sends the customer an email asking them to confirm their content-submission by clicking on a verification link.
4. The submitted content is sent to the Bazaarvoice's Moderation team.
5. Depending on your publishing options and the customer's action in step 3, approved content may or may not be published.

Note

Once a customer clicks the verification link in their email, published content is linked to the customer's profile. If the customer does not have an existing profile, a profile is created and associated with the approved content.

Related Links

[Publishing options](#) on page 6

Facebook authentication workflow

The following steps describe the workflow that is associated with the Facebook authentication option:

1. A customer lands on the submission form and chooses Facebook as the preferred authentication method.

Note

A pop-up window provides details about using Facebook permissions to authenticate.

2. The customer logs in using Facebook credentials.
3. The customer submits the review, question, answer, campaign content or comment.
4. The submitted content is sent to the Bazaarvoice's moderation team.
5. Depending on your publishing options, approved content may or may not be published.

Related Links

[Publishing options](#) on page 6

Publishing options

The following table shows the manner in which the publishing action depends on the customer action as well as the publishing option.

If the publishing option is...	And the customer...	Approved content is...
Optimistic	Clicks the verification link	Published with the customer's profile
	Does not click the verification link	Published anonymously
Pessimistic	Clicks the verification link	Published with the customer's profile
	Does not click the verification link	Not published

Configuration options

You can choose the following configuration options:

- Authentication – Determine if you want your customers to be authenticated by email, Facebook, or present both options for customers to choose
- Publishing – For email-authentication, determine if you want optimistic or pessimistic publishing

Bazaarvoice recommendation

Authentication for content-submission should be as lightweight as possible. Bazaarvoice's authentication is our recommended best practice way to authenticate your UGC contributors. You get all the benefits of authentication without the lengthy registration process that discourages customers from submitting content.

Additionally, Bazaarvoice's authentication method removes our complex site-authentication integration with your site. Consequently, your IT resources do not need to support authentication or our simple-submission URL (ssURLs).

Note: If you use post-interaction email (PIE), you will need to support ssURLs.

Implementation

For clients with no preexisting authentication

If you are migrating from anonymous submission to Bazaarvoice's authentication and do not have our notifications feature, send the following to Bazaarvoice:

- A logo file
- The email address you wish to use as the "Sender" email (e.g. `alerts@client.com`).

For clients migrating from site authentication to Bazaarvoice's authentication

For those customers who currently use site authentication and want to migrate to the hosted authentication described in this reference guide, Bazaarvoice offers a tool to map existing site authentication user information to hosted authentication capable users. The ExternalID is the primary identifier for site authentication users, while a hosted authentication user is identified by email address. The migration challenge is to map these ExternalIDs to an email address.

Existing customer segmentation data, whether from site authentication, an enterprise marketing database, or CRM system can be imported by using a structured XML file or a CSV file. The People Feed Importer takes the XML or tab-delimited CSV file that maps the ExternalID to an email address. Bazaarvoice stores these mappings in our profile database so that future submissions are properly attributed to the appropriate existing users. For more information on the People Feed Importer, see the *Data Feeds Guide*.

Note

This profile merging only works if the end user has provided the site with the same email address that they choose to submit reviews. For example, if a user provides dsb@gmail.com to the site and sam@aol.com when submitting reviews using the email authorization and created his Facebook account with fred@yahoo.com, there will be three different profiles for the same user.

XML or text file with customer IDs and email addresses

If you are switching from your own authentication process to Bazaarvoice's authentication, then you must give us a list of the contributor/customer IDs and email addresses of all your UGC contributors. Bazaarvoice uses both these pieces of information to seamlessly merge contributions made before Bazaarvoice's authentication process with the customer's current profile.

We prefer to receive this information via an XML file in the format below:

```
<?xml version="1.0" encoding="utf-8"?>
<Feed xmlns = "http://www.bazaarvoice.com/xs/PRR/PeopleFeed/5.0">
  <ExternalID>x12345</ExternalID>
  <EmailAddress>xjohndoe@gmail.com</EmailAddress>
</Feed>
```

Note the following limitations:

- If a contributor chooses to use an email address that is not the same as the one in your XML or text file you send us, then Bazaarvoice cannot link the two accounts together.
 - Bazaarvoice cannot link an email address to a Facebook account.
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