



# Smart Question Routing

# Contents

- Impact..... 3
- Smart Question Routing Process ..... 3
- Enabling Smart Question Routing ..... 4
  - Support Ticket ..... 4
  - Sign-Up Forms ..... 5
  - Email Templates..... 5

## Smart Question Routing

Many websites feature groups of experts who attentively answer questions that the community submits about products and product categories. In the past, these experts needed to engage actively with your site to identify new questions that they could answer. With Smart Question Routing (SQR), however, this limitation is removed, allowing experts to receive new questions directly in their mailboxes.

The *smart* portion of this feature refers to the set of optimized algorithms that Bazaarvoice uses to identify experts who are best suited to answer new questions. When making these identifications, we take into account a number of factors, including the customer's past interactions with the site, profile data, and factors about the relevant product or category. As a result, the most appropriate experts for a specific question are always the ones who receive requests for answers.

### Impact

SQR taps into your existing base of experts, reducing the amount of time that elapses between questions and answers. Consequently, the overall volume of answers on your site increases. This increase is important because questions with answers can drive sales by up to 22 percent.

For more information, visit the following site:

<http://www.bazaarvoice.com/resources/case-studies/ask-answer-attracts-new-users-drives-22-increase-online-sales>

### Smart Question Routing Process

SQR adds a sign-up form that can live on your existing **Thank You** pages as well as in a standalone container. This form requests each customer's email address and the frequency with which he or she wants to receive new questions. Customers who submit this information are added to the pool of potential expert answerers. If a customer does not want to sign up for the feature, Bazaarvoice waits a set period of time before offering the sign-up form again.

When a new question is received, Bazaarvoice searches first for customers who have not yet met the specified frequency limits for new questions. With that result set in hand, we apply our matching proprietary algorithms to locate the ideal experts for those questions. By default, we send each question to three experts.

The email that is sent to the appropriate experts includes the question text and a link to answer the question. Unanswered questions remain in the pool of open questions and are sent out at a later time. Bazaarvoice never sends the same question to an expert more than once.

Each email also includes a link that lets experts complete the following tasks:

- Unsubscribe from SQR and stop receiving additional questions
- Change the frequency with which they receive questions

Experts can unsubscribe from SQR at any time.

## Enabling Smart Question Routing

Perform the following steps to enable SQR:

1. Submit a support ticket that asks Bazaarvoice to activate SQR and that specifies the appropriate configuration values.
2. Provide input to Bazaarvoice regarding the style of your sign-up forms.
3. Make branding and content adjustments to your email templates.

The following sections describe these steps in more detail.

### Support Ticket

The first step that you must perform when enabling SQR involves submitting a support ticket that conveys the following information:

- A request to activate SQR.
- Whether you want Bazaarvoice to configure a standalone sign-up page in addition to the sign-up form that is associated with the **Thank You** page. It is recommended that you implement a standalone sign-up page because you can use it with email campaigns to build up a subscriber base.
- The frequency values for light, medium, and heavy email traffic. Bazaarvoice recommends the following values:
  - For light traffic, do not send more than one question every 36 hours.
  - For medium traffic, do not send more than one question every 24 hours.
  - For heavy traffic, do not send more than one question every 0.5 hours.

The following email represents an example of a support ticket that includes the appropriate information.

Please enable Smart Question Routing for my site. I **[want/do not want]** a standalone sign-up page in addition to the **Thank You** page sign-up form.

Additionally, I want to use following frequency values:


1. Light = No more than 1 question every [x] hours
2. Medium = No more than 1 question every [x] hours
3. Heavy = No more than 1 question every [x] hours

## Sign-Up Forms

Sign-up forms can reside on **Thank You** pages as well as in a standalone container. The following image shows an example sign-up form as it might appear on a **Thank You** page.

**Product Q&A** (12 Questions : 16 Answers)  
Ask your questions. Share your answers.

**Thank You!**

 Can you help us answer community questions?  
Join our Answering team.

Sign me up!

Email address

We will only use your email to send you questions.  
You may unsubscribe at any time.

What question frequency is right for you?

**Casual**  
Occasionally send me relevant questions

**Expert**  
Keep me up to speed with most recent questions

Your selection: **Average**

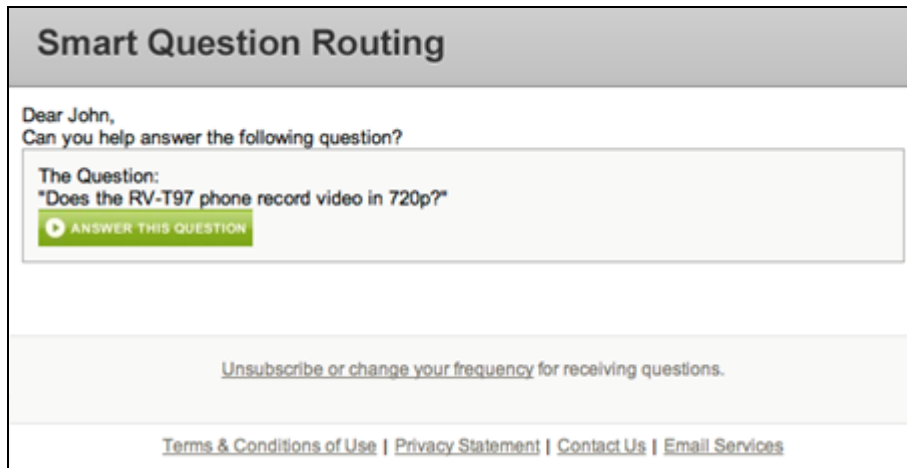
## Email Templates

By default, the following contents comprise a typical email template:

- Small amount of introductory text that asks the expert to answer the question
- Question text
- Link to the **Answer This Question** page

- Link to unsubscribe or change the frequency of email

The following image shows the layout of an example email.



You can design your email templates to contain rich HTML content and images, such as your company logo, a product image, and the user name and location of the customer who asked the question. It is recommended that you maintain consistency by designing your SQR templates to match your corporate identity.