HCL Commerce V9.1

Bazaarvoice Integration with HCL Commerce

Draft - Version 0.1

June 29, 2021

Document Source

Version #	Date	Version Description and Summary of changes	Editor
0.1	June 29, 2021	Draft - First version for review	Rahul Yewale
0.2	Nov 29, 2021	Draft- added new getContent REST API definition	Rahul Yewale

Introduction

Provide a feature of displaying Product Review and Rating, Question and Answers using Bazaar Voice platform. Consumers seek out authentic user-generated content (UGC) to make informed purchasing decisions. Bazaar Voice shopper engagement platform gives us total control to collect, display, and distribute UGC at a global scale. Inspire confident purchases with Ratings & Reviews, Q&As, Visual & Social Content, and more.

Prerequisites:

Bazaarvoice Conversations Account

Use of the Bazaarvoice for IBM WebSphere Commerce integration by itself does not grant nor enable use of the Bazaarvoice offerings (e.g. Ratings & Reviews, Q&A, etc.). Bazaarvoice must separately enable the hosted Bazaarvoice services for the offerings to be available on the IBM WebSphere platform. This may require a separate agreement with Bazaarvoice.

Contact partner-support@bazaarvoice.com to establish an agreement with Bazaarvoice.
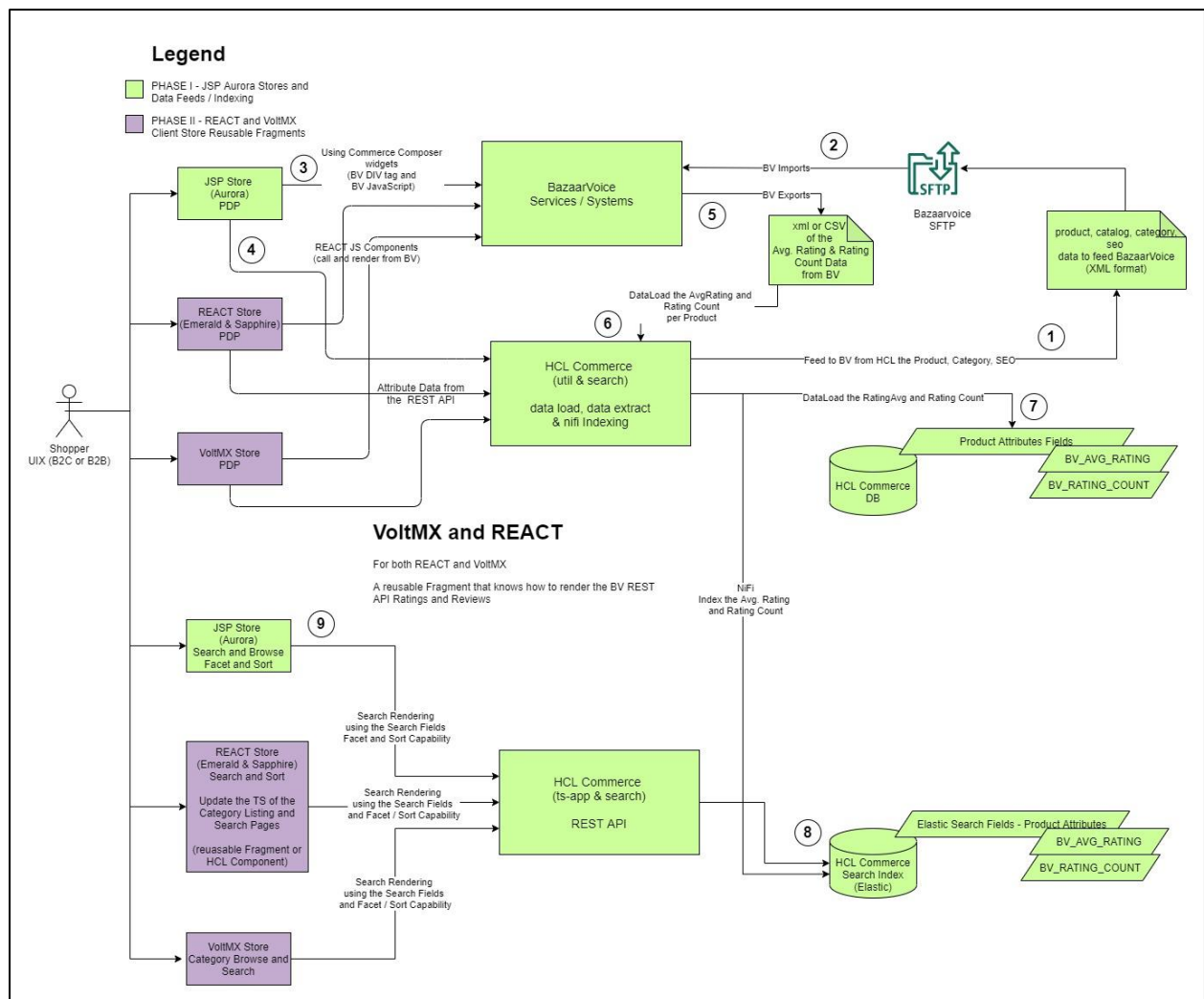
You must have a Bazaarvoice Conversations account in order to make use of this integration. Contact partner-support@bazaarvoice.com if you do not have an account.

Contact your Bazaarvoice representative to obtain the following information:

- Bazaarvoice Client Name
- Bazaarvoice FTP Username (typically same as Client Name)
- Bazaarvoice FTP Password
- Bazaarvoice Conversations Deployment Zone Name (default is "Main Site")
- Bazaarvoice Conversations Locales enabled (i.e. en_US, fr_CA, etc.)
- Bazaarvoice SEO Filename (default is "[clientname]_main_site_seo.zip")

Client Name and FTP credentials must be provided by your Bazaarvoice representative. The remaining information can be accessed through the Bazaaarvoice Conversations portal https://portal.bazaarvoice.com/signin.

Design Overview

Steps:

1. Create Data Extract utility to generate "Product Catalog Feed" and " SEO Feed" for Bazaarvoice in xml format. Upload the generated feed on Bazaarvoice SFTP.
2. Bazaarvoice will import this feed file every night at 2:00 AM.
3. Execute the dataload to load the below widgets in LOBTools, also integrate the LOBTools and Stores changes from V8 to V9 with some customization.
   - Bazaavoice Widget
   - Category List Widget (Incl. Bazaarvoice)

   Review & Rating and Questions & Answers will get submitted/displayed on Aurora PDP page using above widgets, BV tags and BV JavaScript.

4. Get and display PDP details from HCL Commerce search API.
5. Bazaarvoice will export below data in xml/csv format which HCL commerce will use.
   - BV_AVG_RATING
   - BV_RATING_COUNT
6. HCL Commerce Data Load utility read the xml/csv files provided by Bazaarvoice

7. Data load utility will save the "BV_AVG_RATING" and "BV_RATING_COUNT" as Descriptive Attribute in HCL Commerce DB
8. NIFI will index below descriptive attribute in Elastic and same will be available in search Product API.
   - BV_AVG_RATING
   - BV_RATING_COUNT

   NIFI will create Elastic facet for Rating using "BV_AVG_RATING."

9. Aurora Product Listing / Search page will display Average rating for every product, display rating facet and sort on rating.

Below is the REST API details for getContent from Bazaarvoice (ratingSummary, reviews and questions)

Request	REST API Endpoint: https://\<Hostname/IP>/wcs/resources/store/\<StoreId>/bazaarvoice/content?subjectId=\<subjectId>&baseURI=\<baseURI>&pageURI=\<pageURI> For Example: https://45.120.107.157/wcs/resources/store/11/bazaarvoice/content?subjectId=11501_11_14018&baseURI=/Emerald/wooden-angled-chair-lr-fntr-0001&pageURI=/Emerald/wooden-angled-chair-lr-fntr-0001 **Method:** GET **Header:** Content-Type: application/json

Response	Sample Success Response
	200 OK
	Content-Type: application/json
	{
	    "ratingSummary": "\<rating summary data fetched from Bazaarvoice>",
	    "reviews": "\<reviews data fetched from Bazaarvoice>",
	    "questions": "\<quetions summery data fetched from Bazaarvoice>"
	}

Call above REST API from storefront and append the "ratingSummary", "reviews" and "questions" at appropriate location.