



BAZAARVOICE APPLICATION BY MOZU

Configuration Guide

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BazaarVoice Conversations Application by Mozu Configuration Guide

Welcome to BazaarVoice and Mozu

[BazaarVoice Conversations](#) provides services to capture, calculate, and display shopper thoughts and experiences with your products based on a set of criteria. The account tracks customer interactions through their entered reviews and ratings, questions and answers, and stories and campaigns. All ratings captured and calculated are based on the imported products and categories and specific ratings criteria configured in your BazaarVoice account. For further details, see the BazaarVoice documentation.

[Mozu](#) Bazaarvoice Conversations connector seamlessly integrates your Mozu and BazaarVoice Conversations account to share data for captured content through your storefront and BazaarVoice. The app connects the Mozu environment (staging or production) with your BazaarVoice Conversations account. All content is imported and exported as enabled per a scheduled time or on-demand per a button click.

Install BazaarVoice Conversations Application by Mozu on Your Tenant

After purchasing the BazaarVoice Application by Mozu, call your sales or professional services representative and request installation on your tenant. Mozu staff will install the app to your tenant, making it available for further configuration and usage in your storefront.

This custom app integrates BazaarVoice with Mozu to support the following:

- Map your BazaarVoice Conversations and Mozu accounts with enabled/disabled export and import jobs.
- Export product and category data from Mozu to BazaarVoice. This sets the available products and categories within BazaarVoice to capture and track reviews and ratings accordingly.
- Import ratings tracked and stored from BazaarVoice to Mozu.
- Import SEO data tracked and stored from BazaarVoice to Mozu. This data is used by search engine bots crawling the storefront site. All jobs are tracked with a log details.
- Provide logging details per scheduled and on-demand jobs with clickable error log.
- Displays BazaarVoice Conversations data through widgets added to Mozu Site Builder pages for ratings summary, customer reviews, questions and answers, and SEO.

When a shopper enters a review or rating, the following occurs between Mozu and the BazaarVoice app:

- Customers enter a review, select a rating, ask a question, or post an answer to a viewed product in the Mozu Storefront via customized widgets for BazaarVoice Conversations.
- Data saves and transfers between BazaarVoice and Mozu through automated import/export triggered at specific times or manually as needed.
- BazaarVoice Conversations captures and saves reviews, questions and answers, and ratings entered by shoppers per the associated product and category.
- Mozu receives the imported data per a scheduled job from BazaarVoice to update the storefront ratings and reviews.

CONFIGURATION REQUIREMENTS

To configure BazaarVoice Conversations to work seamlessly with Mozu, you need specific items installed and settings provided. This guide details each step from requirements to final configuration for reviewing order for legitimacy and fraud potential.

You must meet the following criteria to configure the BazaarVoice app:

- You must have the Mozu BazaarVoice Conversations Connector installed into your tenant.
- You must have an active [BazaarVoice Conversations](#) account. You may need to login to the portal for managing settings and options.
- You must have access to modify and update your storefront theme.

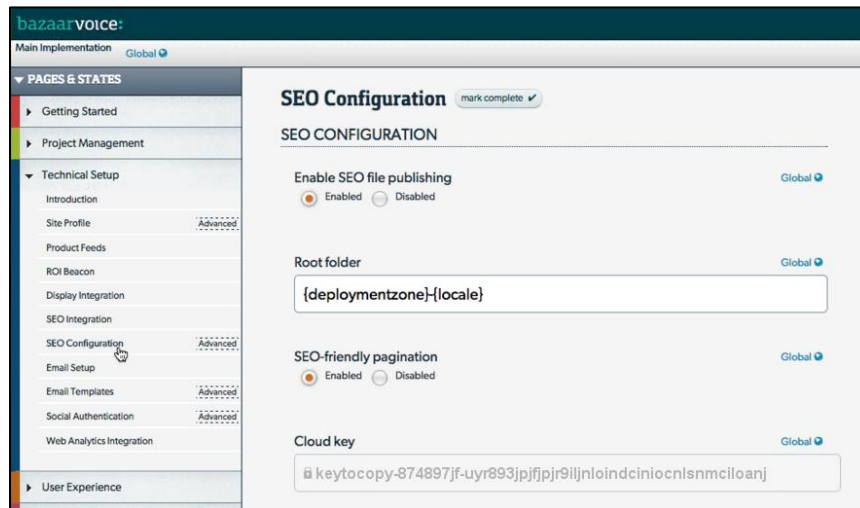
Configure the Application

To integrate your BazaarVoice services with Mozu, you will modify the app settings using your BazaarVoice information and add a widget to your storefront theme. You may need to save information to add to these pages from BazaarVoice and within Mozu.

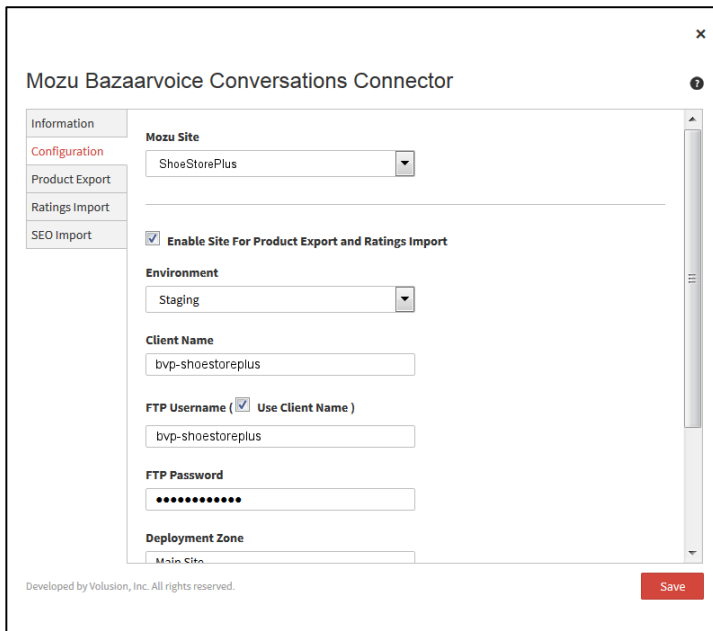
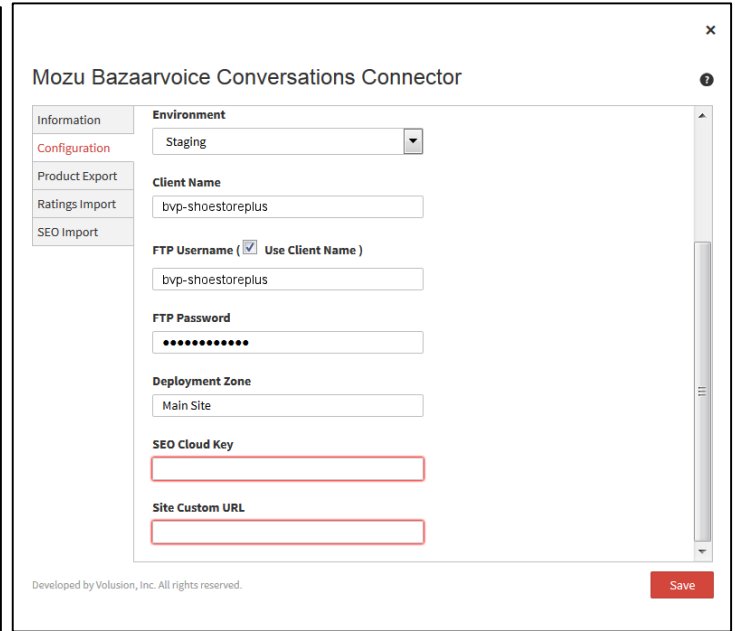
CONFIGURE BAZAARVOICE ACCOUNT SETTINGS

When configuring the app and accounts, you will need access credentials, FTP information, deployment target, and optionally SEO cloud keys for these steps. Click the [BazaarVoice client login](#) link on the Information tab and login. All information should be provided on the BazaarVoice Configuration Hub.

When entering data from BazaarVoice, you can select between the staging and production implementations. You can locate the BazaarVoice specific data from your account by [logging in to the portal](#) and opening an implementation. FTP information uses the login credentials for the account or configured accounts. The SEO Cloud Key is located in the Main Implementation > Pages & States > Technical Setup in the **SEO Configuration** page.



1. On the Mozu Admin top bar, select **Settings>Applications**.
2. Double-click **BazaarVoice Conversations**.
3. Click the **Configuration** link to open configuration settings.
4. On the Configuration tab, enter your BazaarVoice information and configure settings for the app integration.
5. Select the Mozu site from the Site Selector drop-down.
6. Click the checkbox to **Enable Site for Product Export and Ratings Import**.
7. For **Client Name**, enter your BazaarVoice client credentials.
8. For the **FTP Username**, you can select to **Use Client Name**, or enter an account name. These are credentials provided by BazaarVoice. The FTP location is used for imports and exports of data.
9. Enter the **FTP Password** for the account.
10. Enter the **Deployment Zone** for the BazaarVoice target deployment.
11. Optional, enter the **SEO Cloud Key**.
12. Enter the **Site Custom URL**.
13. Click **Save**.

Enable Mozu BazaarVoice Conversations Connector

1. On the Mozu Admin top bar, select **Settings > Applications**.
2. Double-click **Mozu BazaarVoice Conversations Connector**.
3. Click **Enable App** on the Mozu BazaarVoice Conversations Connector page.

Import and Export Data

When you complete the settings and save, you should manually import and export data between the systems. Onward, all imports and exports of data begin automatically during scheduled times. Scheduled times can be configured within BazaarVoice, displayed in the Mozu app.

To manually start a job, select the tab and click Export/Import Now. Data transfers using the FTP login credentials entered in the settings. Remember, this data affects the configured environment type of staging or production. To affect live production data, you need to select the environment as Production.

Every tab includes a log for all sent and received data. Each line item includes the associated Site ID, status (COMPLETED or FAILED), start date and time, duration, number of products, and a link to any errors.

PRODUCT EXPORTS

The Product Export tab displays a log of exports. By default, Mozu exports data files to the FTP at 2:00 AM CST on a nightly basis. BazaarVoice accesses the files at 3:00 AM CST on a nightly basis.

To manually start a job, select the tab and click **Export Now**. Data transfers using the FTP login credentials entered in the settings.

Information

Configuration

Product Export

Ratings Import

SEO Import

Product Export

Export product and category information to Bazaarvoice

Export Now

Refresh

Next Scheduled Export: 2015-01-10 02:00 am

Site ID	Status	Start	Duration	# Products	Errors
5078	COMPLETED	2015-01-09 02:00:04	00:00:05	38	29
5078	COMPLETED	2015-01-08 02:00:01	00:00:04	38	29
5078	COMPLETED	2015-01-06 02:00:04	00:00:06	38	29
5078	COMPLETED	2015-01-05 02:00:00	00:00:12	38	29
5078	COMPLETED	2015-01-04 02:00:02	00:00:13	38	29
5078	COMPLETED	2015-01-03 02:00:00	00:00:11	38	29
5078	COMPLETED	2015-01-01 02:00:00	00:00:23	38	29
5079	FAILED	2014-09-11 21:00:00	00:00:02	16	6
5080	FAILED	2014-09-10 21:00:00	00:00:02	14	15
5080	FAILED	2014-09-08 21:00:02	00:00:01	14	15

Page:

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RATINGS IMPORT

The Ratings Import tab displays a log of imports. By default, Mozu imports data files from the FTP at 8:00 AM CST daily from BazaarVoice.

To manually start a job, select the tab and click **Get Ratings**. Data transfers using the FTP login credentials entered in the settings. Remember, this data affects the configured environment type of staging or production. To affect live production data, you need to select the environment as Production.

Information

Configuration

Product Export

Ratings Import

SEO Import

MoZu Bazaarvoice Conversations Connector

Ratings Import

Retrieve the Bazaarvoice Ratings data and import it into Mozu.

Get Ratings

Refresh

Next Scheduled Import: 2015-01-10 08:00 am

Site ID	Status	Start	Duration	# Products	Errors
5078	COMPLETED	2015-01-07 08:00:02	00:00:02	10	0
5078	COMPLETED	2015-01-06 08:00:00	00:00:02	0	0
5078	COMPLETED	2015-01-04 08:00:01	00:00:04	0	0
5078	COMPLETED	2015-01-03 08:00:03	00:00:06	10	0
5078	COMPLETED	2015-01-02 08:00:01	00:00:05	10	0
5078	COMPLETED	2015-01-01 08:00:04	00:00:05	10	0
5080	COMPLETED	2014-09-11 22:00:00	00:00:04	4	4
5079	FAILED	2014-09-11 22:00:00	00:00:00	0	1
5080	FAILED	2014-09-10 22:00:00	00:00:00	0	1
5080	FAILED	2014-09-08 22:00:01	00:00:00	0	1

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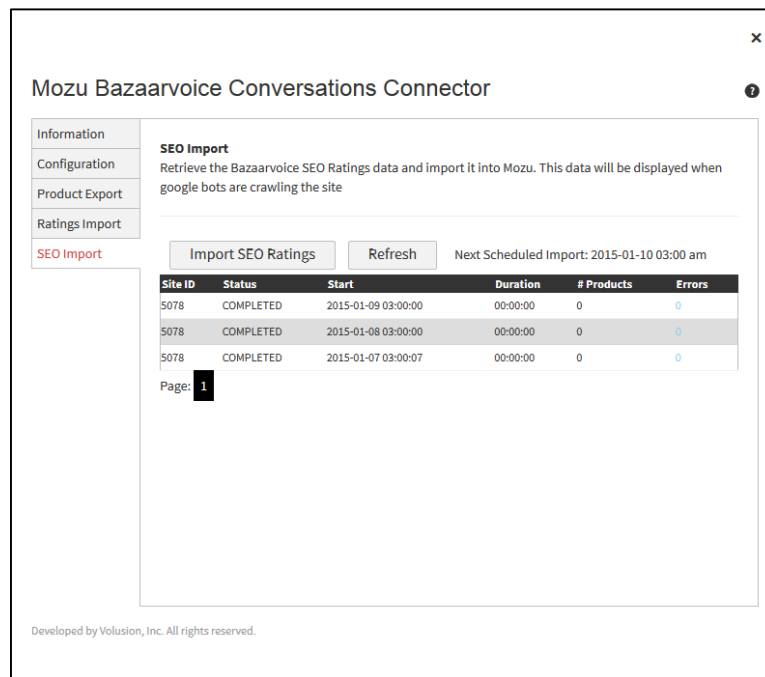
You can view the imported ratings per product through the Mozu Catalog. Open the Mozu Catalog > Inventory > Product. Select a product. In the Properties section, you will see a Rating field. The populated rating data is synced from BazaarVoice using a calculated average rating from all calculated shopper ratings entered through the storefront.

The storefront theme uses the Rating property as one option to facet and filter displayed products in the storefront. Shoppers can use the ratings to see product matching ratings they select. Some customization may be required depending on the theme you use through Mozu Site Builder.

SEO IMPORT

The SEO Import tab displays a log of imports of SEO tracked data. This data is optional and requires the SEO key added to the configuration tab. By default, Mozu imports data files from the FTP at 3:00 AM CST daily from BazaarVoice.

To manually start a job, select the tab and click **Import SEO Ratings**. Data transfers using the FTP login credentials entered in the settings. Remember, this data affects the configured environment type of staging or production. To affect live production data, you need to select the environment as Production.



Add Widgets to Your Storefront

Shoppers interact with BazaarVoice in your storefront through widgets you add to pages. These pages are maintained in the Mozu Site Builder.

The available widget types include:

- The Summary widget displays a detailed summary of reviews. You can enter JavaScript code in the Tab Code to have the summary open the Reviews or Q&A tabs on-click by shoppers.
- Custom Reviews widget displays all customer reviews and ratings entered for the product.
- Q&A widget provides questions and answers for interactions about the product.
- SEO widget tracks SEO ratings. When added, it does not display content to the page, capturing and saving data on SEO.

The widgets can be used in the Product page. Adding these widgets to additional pages may require dropzone code.

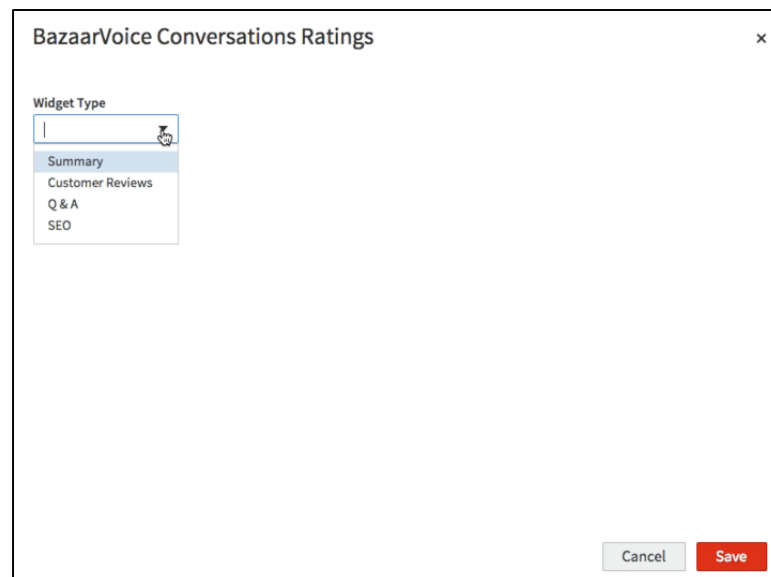
To add a widget, you may need aid with customized code for adding dropzones or JavaScript code. Your implementation partners and Mozu staff can aid with this content.

1. In Mozu, select **Site Builder**.
2. Hover over your theme and select **Edit**.
3. In the right-side list of pages, expand the Templates section to locate pages such as Product. Open to edit.
4. Select a dropzone to add your widget. If you have trouble viewing dropzones, click the **View dropzones** option.

- Click **Widgets**. From the options, select the BazaarVoice Conversations Ratings widget.



- A configuration screen displays with the widget type to add. Select a type, enter Tab Code as needed (for Summary), and click **Save**. You can stack multiple widget types on the page, such as Summary followed by Reviews and Q&A.



- Save the template changes. You can preview the changes on your storefront.