Bazaarvoice
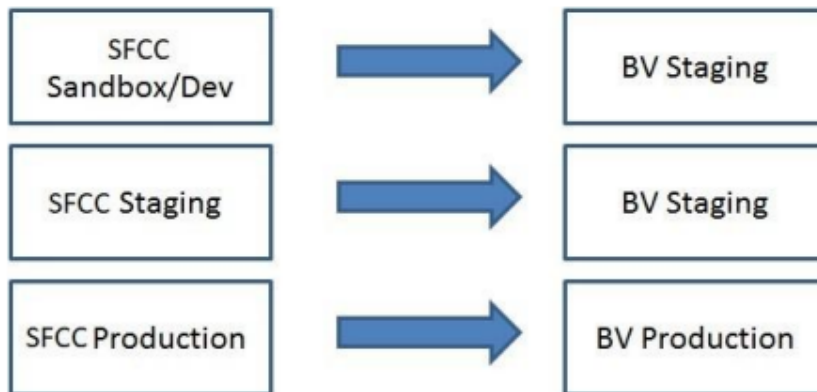# SFRA Cartridge
Implementation Guide

Version 23.1.0

1 Before you begin

You should consider the following topics before implementing the Bazaarvoice LINK cartridge:

- Mapping SFCC environments (development/staging/production) to Bazaarvoice environments (staging/production)
- Mapping SFCC Sites to Bazaarvoice Instances.

Mapping SFCC Instance Types to Bazaarvoice Environments

The following diagram illustrates how SFCC and Bazaarvoice environments map.

Mapping SFCC Sites and Locales to Bazaarvoice Instances and Locales

- The Bazaarvoice SFCC LINK cartridge is architected in the following way:
- Each SFCC Site requires a separate Bazaarvoice instance with which to integrate
- Each Bazaarvoice Instance can support n Locales and n Deployment Zones
- Locales within a given SFCC Site can be mapped to a Locale + Deployment Zone combination within a particular Bazaarvoice instance
- Bazaarvoice supports only [language]_[country] locale values (e.g. en_US, fr_FR, etc.). SFCC supports both [language] (e.g. de) as well as [language]_[country] locale values (e.g. en_US, fr_FR, etc.). You can map a language-only SFCC Locale to a language-country combination for Bazaarvoice (e.g. de maps to de_DE).

The following diagram illustrates this concept:
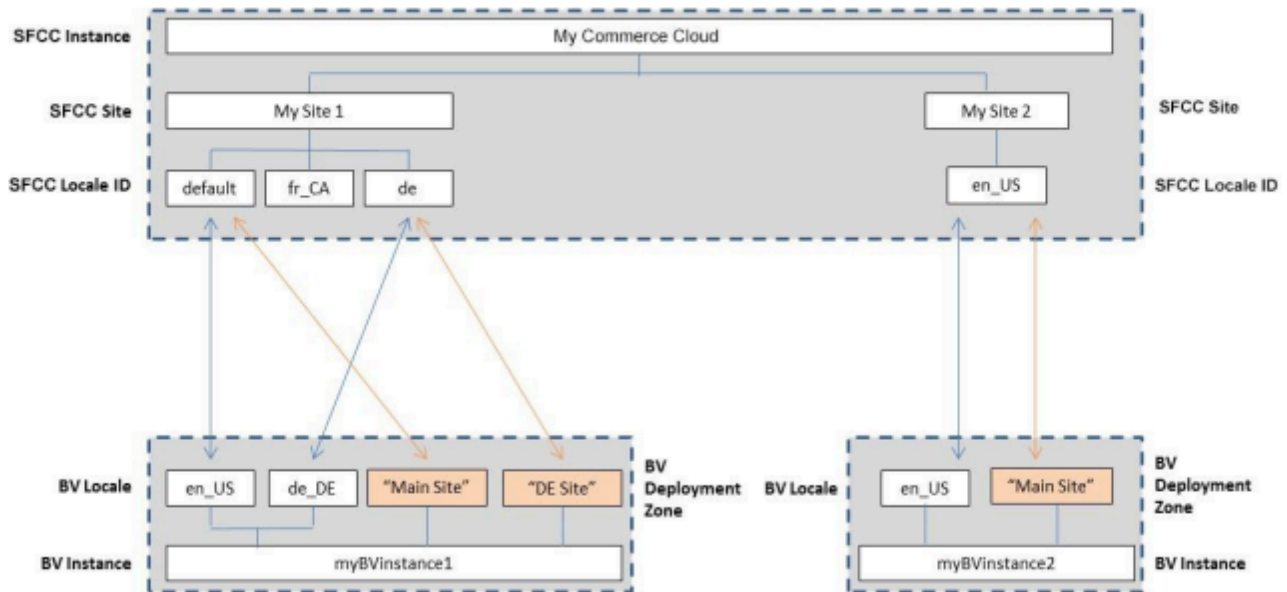
Multi-site Integrations

If a SFCC client wants to integrate Bazaarvoice into multiple SFCC Sites within a single SFCC instance, the following considerations should be made:

- There must exist a separate Bazaarvoice instance for each SFCC Site.
- Custom Site Preferences must be configured separately for each SFCC Site.
- The Bazaarvoice LINK Cartridge must be associated with each desired SFCC Site.
- Scheduled jobs only need to be created once, but must be associated with each SFCC Site. See the following illustration.

2 Task Sequence

The following is the typical sequence of tasks.

- Determine how your SFCC environment should map to Bazaarvoice (see section above); determine how many Bazaarvoice instances are required and which locales should be enabled for each Bazaarvoice instance
- Request Bazaarvoice Hosted Services be enabled, and retrieve required settings from Bazaarvoice • Request a copy of the Bazaarvoice SFCC LINK cartridge
- Install the cartridge
- Register the cartridge with appropriate SFCC Sites
- Configure Custom Site Preferences ("Bazaarvoice Settings")
- Create scheduled jobs
  - Product Feed Export
  - Purchase Feed Export (if applicable)
- Resolve any template conflicts in your custom integration layer
- Run product feed export process
- Contact BV to generate test content in staging
- Test

3 Requesting Bazaarvoice to Provision Hosted Services

Use of the Bazaarvoice SFCC 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 available on the SFCC platform. This may require a separate agreement with Bazaarvoice.

Complete the following steps:

1. Contact a Bazaarvoice representative with the following information (for each SFCC Site) to provision Bazaarvoice hosted services:
    a. Number of Bazaarvoice instances required
    b. Suggested Client/Brand Name (for each instance)
    c. Domain (for each instance)
    d. Locale(s) required (for each instance)
2. Request login credentials (Client Name and FTP password) for each BV instance.

4 Getting a Copy of the LINK Cartridge

Contact Bazaarvoice for the latest LINK cartridge. Though the SFCC LINK marketplace lists the cartridge, by sourcing the cartridge through Bazaarvoice, Bazaarvoice can track the usage of the cartridge and issue fixes to clients using potentially affected version of the cartridge.

5 Installing the LINK Cartridge

Complete the following steps to install the cartridge.

Initial Install

See the SFCC documentation for adding a cartridge to your storefront:

Note: You must also register the cartridge with the Business Manager site in order to run the Bazaarvoice jobs. Navigate to **Administration > Sites > Manage Sites > Business Manager > Settings tab**.

Registering the Cartridge with Individual SFCC Sites

1. Navigate to Administration > Sites > Manage Sites > [SiteName] > Settings tab.
2. Add ":int_bazaarvoice_sfra:bm_bazaarvoice" to the effective cartridge path.
3. Click "Apply".

Registering the Cartridge Globally

1. Navigate to Administration > Sites > Manage Sites
2. Click on Manage the **Business Manager** site link

Business Manager Site

Manage the **Business Manager** site.

3. Add ":bm_bazaarvoice" to the effective cartridge path.
4. Click "Apply".

Importing Metadata, Services and Jobs

Complete the following steps to import the Bazaarvoice metadata, jobs and services.

1. Navigate to **Administration** > **Site Development** >**Site Import & Export**
2. In the **Upload Archive** section

3. Select **Upload**.
4. On page reload select the bazaarvoice radio button
5. Press Import Button

After import, these system definition attributes and custom definition attributes, jobs and services should appear in the system.

System object definitions

• Order:

• bvSentInPPEFeed - Whether or not the order was already sent in Bazaarvoice PPE feed

• Product:
 • bvAverageRating – Average rating for the product
 • bvRatingRange – Rating Range, or highest possible rating
 • bvReviewCount – Total number of reviews for the product
 • bvProductType – If product type matches one of the values set in the bvProductTypes site preference that product will be excluded from the transactions (eg. BVPixel, Purchase and Product Feeds.)

Site preferences

• Bazaarvoice Settings – Bazaarvoice Settings

Attribute ID	Display Name	Description
bvEnvironment	Environment	Select which Bazaarvoice (BV) environment you want the cartridge connect with.
bvCustomerName	BV Client Name	Bazaarvoice (BV) account name. This is implementation specific. Please contact the BV implementation or support team to get the value.
bvDeploymentZone	Deployment Zone	Deployment Zone (DZ) allows to run different Bazaarvoice (BV) configurations based on client needs, e.g. multiple brands are using the same BV account. Most common scenario is a 1:1 mapping between SFCC and BV and the default DZ Main Site is used. https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Learn/config_hub_overview.html#deployment-zones
bvLocaleMapping	Locale Mappings	Colon separated value pairs that define how DW Locales are mapped to BV Locales. DW Locales must be enabled in the current DW Site. BV Locales must be enabled within your BV platform account. Format: ["(DW Locale ID)":]"(BV Locale)"
bvEnableRR	Enable Ratings & Reviews	Display ratings and reviews on the Product Detail Pages (PDP). https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Display/display_integration.html#rating-summary
bvEnableAA	Enable Questions & Answers	Display Questions and Answers section on the Product Detail Pages (PDP). Must be part of the Bazaarvoice contract to use this feature. https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Display/display_integration.html#questions--answers
bvEnableBVPixel	Enable BV Pixel	Enables BV Pixel
bvEnableCloudSEO	Enable Cloud SEO	Enable Server side SEO solution. CloudSEO only support microdata format. If JSON-LD should be used, CloudSEO must be disabled. (Client side JSON-LD can be enabled in Bazaarvoice). https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Display/bvseo.html
bvCloudSEOKey	Cloud SEO Key	Key is required to run Cloud SEO. Without a valid key Cloud SEO will fail. This is implementation specific. Please contact the BV implementation or support team to get the value.
bvProductImageType	Product Feed Image Type	The image size to be used as ImageURL in the product feed export. Values include "small", "medium", "large". If "small" is selected, but there is no small image, "medium" will be the default image. If no "medium" image exists, no image will be exported for that product. https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Collect/product_feed.html#create-an-xml-product-catalog-feed
bvOrderImageType	Purchase Feed Image Type	The image size to be used as ImageURL in the purchase feed. Values include "small", "medium", "large". If "small" is selected, but there is no small image, "medium" will be the default image. If no "medium" image exists, no image will be exported for that product. https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Collect/pie.html#implement-maintenance-free-pie
bvPurchaseFeedTri	Purchase Feed	The event which triggers the Purchase Feed. If "shipping" is selected,

ggeringEvent	Triggering Event	then the purchase feed will only include shipped orders. If "purchase" is selected, the feed will contain all orders flagged for export. This is a XML feed only setting.
bvPurchaseFeedSource	Purchase Feed Source	Select which source you want to use to send transaction data to Bazaarvoice. The information is used for reporting purposes and identifying which customers to send Post Interaction Emails (PIE) to requesting product reviews. If XML Feed is selected, removes the customer's email from BV Pixel.
bvEnableInlineRatings	Enable Inline Ratings	Display ratings on Product Listings Pages (PLP). Hosted will use the Javascript solution which connects via API to Bazaarvoice (BV) to fetch the most up to date data. This can impact site speed when large volume of products are shown at once. Native will use a daily imported BV ratings feed as data source. This can improve speed on PLPs but can cause PLP and Product Detail Page (PDP) to show different review count and average rating due to 24 hours interval between imports.
bvQuickViewRatingsType	Quick View Ratings Typ	Define if ratings should display in Quick View. None disables ratings. Inlineratings uses Product Listing Page (PLP) style ratings display. Star ratings and review count can be configured in BV. Pdpsummary uses Product Detail Page style ratings display. Star ratings, review count, Write a Review button and link to review details section can be configured in BV. https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Display/display_integration.html#rating-summary https://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Display/inline_ratings.html
bvEntityId	Entity ID	Defines how granular product differentiation is configured for the purpose of review collection. Master collects reviews of all variants against the master product (ID). variantID treats each variant as a standalone product.
bvEnableProductFamilies	BV Enable Product Families	Adds product family parameter to the product feed. Master and variant products will be added to the same product family so reviews are shared. https://knowledge.bazaarvoice.com/wp-content/conversations-prr/en_US/display/product_families.html
bvAdditionalProductFamily	Additional Product Family	The additional product family to be exported in the Product Feed. Comma-separated list of possible values: UPC,EAN,MPN where MPN: Manufacturer Part Number
bvEnableCategoryPrefix	Enable Category Prefix	Only needed when multiple sites share a single Bazaarvoice (BV) account and want to keep their data separate from each other. If set, then it will use the Site Name as a prefix for categories in the purchase and product feeds.
bvEnableProductPrefix	Enable Product Prefix	Only needed when multiple sites share a single Bazaarvoice (BV) account and want to keep their data separate from each other. If set, then it will use the Site Name as a prefix for products in the purchase and product feeds.
bvEnableFamilyPrefix	BV Enable Family prefix	Adds Prefix to Product Family. Example: <Your-Site-Name>-<ProductFamily>
bvAggregateAttributes	Aggregate Attributes for Syndication	All variant product GTINs a added to each variant in the XML product feed export. This improves review syndication to retailers.

bvEnableFormattingFamilies	Enable Product Families Formatting	Only needed when multiple sites share a single Bazaarvoice (BV) account and want to keep their data separate from each other. If set, then it will use the Site Name as a prefix for products in the purchase and product feeds.
bvProductTypes	BV Product Excluded Types	Exclude product type from the transaction data. This will ignore the product in review request messages. Add a value to Bazaarvoice Product Type (bvProductType) in the product details and also add it here as exclusion types.
bvEnableCaseInsensitivePID	Enable case insensitive product ID	The preference has an effect on the "Bazaarvoice Inline Rating Import" job. If the "Bazaarvoice Inline Rating Import" preference is set to "Yes", the job will import the ratings for products with the following product ID match options: ● strict compliance with the SFCC product ID and the BV product ID (without conversion), ● match SFCC product ID and BV product ID converted to upper case ● match SFCC Product ID and BV Product ID converted to lowercase. For example, If the custom preference is enabled, the ratings for BV product "259dM" will be imported to SFCC products with IDs 259dM, 259dm and 259DM. If the "Bazaarvoice Inline Rating Import" preference is set to "No", the product ratings for BV product "259dM" will only be imported to an SFCC product that strictly matches its lettercasing. In this case BV product "259dM" will only be imported to SFCC product id "259dM".

6 General Bazaarvoice Setup

A set of general steps must be completed regardless of which Bazaarvoice feature (e.g. Ratings & Reviews, Questions & Answers) is being implemented.

Enable BV SWAT Technology

The SFCC LINK Cartridge now utilizes the new BV SWAT Technology for display features. Contact your Bazaarvoice representative to enable all SWAT features in your client record. Display functionality will not work (Inline Ratings, Ratings & Reviews, and Questions & Answers) if these features are not enabled.

Configuring Custom Site Preferences for Client Name

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.
3. Select the appropriate Bazaarvoice **Environment** value (**Staging** or **Production**).
4. Set the following using the values as provided by your Bazaarvoice representative:
   a. **Client Name**
5. Click **Apply**.

HTTP and SFTP services

Site specific SFTP services and credentials

For the sftp services and their credentials to be site specific, the service name and credential names must have a suffix of the Site ID for the site in which they apply. The service definition import file supplied in the metadata folder assumes a Site ID of "YourSiteName". After importing the service definitions, the Site ID must be changed from "YourSiteName" to your specific Site ID. Keep in mind this also applies to each additional site in your realm that integrates Bazaarvoice.For example, if you have 2 sites with IDs of "Site1" and "Site2", then you should have the following services and credentials defined:

Services:

bazaarvoice.sftp.export.Site1

bazaarvoice.sftp.import.Site1

bazaarvoice.sftp.export.Site2

bazaarvoice.sftp.import.Site2

Credentials:

bazaarvoice.sftp.stg.Site1

bazaarvoice.sftp.prd.Site1

bazaarvoice.sftp.stg.Site2

bazaarvoice.sftp.prd.Site2

Complete the following steps.

1. Navigate to **Administration > Operations > Services**
   a. Click on the **Credentials** tab
   b. Click **sftp.stg.YourSiteName** and set the following values
      i. Name:
         1. Replace **YourSiteName** with your Site ID. For example "bazaarvoice.sftp.stg.SiteID"
      ii. User:
         1. **Client Name** supplied by your Bazaarvoice representative
      iii. Password:
         1. **FTP Password** supplied by your Bazaarvoice representative

      c. Click **Apply** to save the credentials. Click **Back to List**.

      d. Click **sftp.prd.YourSiteName** and set the following values

          i. Name:

             1. Replace **YourSiteName** with your Site ID. For example "bazaarvoice.sftp.stg.SiteID"

          ii. User:

             1. **Client Name** supplied by your Bazaarvoice representative

          iii. Password:

             1. **FTP Password** supplied by your Bazaarvoice representative

      e. Click **Apply** to save the credentials. Click **Back to List**.

      f. Click on the **Services**

      g. Click **sftp.export.YourSiteName** and set the following values

          i. Name:

             1. Replace **YourSiteName** with your Site ID. For example "bazaarvoice.sftp.export.SiteID"

      h. Click **Apply** to save the service. Click **Back to List**.

      i. Click **sftp.import.YourSiteName** and set the following values

          i. Name:

             1. Replace **YourSiteName** with your Site ID. For example "bazaarvoice.sftp.export.SiteID"

      j. Click **Apply** to save the service. Click **Back to List**.

Job Schedules

Purchase Feed

For most merchants, the Purchase Feed is not required, because purchase data received by Bazaarvoice via the BV Pixel feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.

Complete the following steps:

1. Navigate **to Administration > Operations > Job Schedules**

2. You should see the following job schedules defined**:**

      a. Bazaarvoice Product Feed

      b. Bazaarvoice Purchase Feed

      c. Bazaarvoice Inline Rating Feed

3. For each job schedule, be sure to configure the following:

      a. **Step Configurator:** Change the Scope to your specific Site. All three jobs should run in a Site context.

      b. **Schedule and History**: Adjust the schedules as needed. Refer to the next section to determine instance specific job schedules.

Instance Specific Job schedules and Services

Bazaarvoice recommends scheduling jobs as follows:

1. **Sandboxes:**

1. **Description:** On sandboxes, you can test each of the jobs by running them manually. Each job should be connecting to the BV staging server.

2. **Job Triggers:**

      a. Inline Ratings - Once

      b. Product Feed - Once

      c. Purchase Feed - Once

3. **Service Configuration (Service --> Credentials):**

      a. bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.stg.SiteID

      b. bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.stg.SiteID

• **Staging:**

a. Description: On staging, you need to import production inline ratings into the products, so the data can be replicated to production. Product and Purchase Feeds can be run manually for testing purposes.

b. Job Triggers

    i. Inline Ratings – Recurring Interval every 24 hour

    ii. Product Feed - Once

    iii. Purchase Feed - Once

c. Service Configuration (Service --> Credentials):

    i. bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.stg.SiteID

    ii. bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.prd.SiteID

• **Production**

a. Description: In production, you need to export the production product feed (and purchase if needed).

b. Job Triggers:

    i. Inline Ratings - Disabled

    ii. Product Feed – Recurring Interval every 24 hours

    iii. Purchase Feed – recurring interval every 24 hours

c. Service Configuration (Service --> Credentials):

    i. bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.prd.SiteID

    ii. bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.prd.SiteID

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoicecom (production) and sftp-stg.bazaarvoice.com[1](staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section "Advanced Topics" for details

Configuring Locale Mappings and Deployment Zone

Complete the following steps:

1. Determine the list of SFCC Locale IDs that should be integrated with Bazaarvoice.

    a. In the SFCC Business Manager, click **Sites** > [select desire Site] > **Site Preferences** > **Locales**.

    b. Note the desired SFCC Locale IDs:

Locales

In the list below you can see all active system locales. Use the checkboxes to define which of those active locales are allowed in Storefront requests of this particular site. One of the allowed locales must be marked as the default site locale, and it'll be used if no locale is passed with a Storefront request.

Select All	Locale ID	Name	Default
☑	default	Default	○
☐	zh	Chinese	○
☐	zh_CN	Chinese (China)	○
☐	nl	Dutch	○
☐	en	English	○
☐	en_AU	English (Australia)	○
☐	en_CA	English (Canada)	○
☐	en_FR	English (France)	○
☐	en_NO	English (Norway)	○
☐	en_GB	English (United Kingdom)	○
☑	en_US	English (United States)	●
☐	fr	French	○
☐	fr_CA	French (Canada)	○
☐	fr_FR	French (France)	○
☐	de	German	○
☐	de_DE	German (Germany)	○
☐	it	Italian	○

2. Determine the **Deployment Zone** and **Locales** enabled in the Bazaarvoice platform:

    a. Login to http://login.bazaarvoice.com.

    b. Click **Settings** > **Manage Applications**.

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c. Note your **Deployment Zone** The default Bazaarvoice Deployment Zone is named "**Main Site**". Alternatively, you can create a new Deployment Zone by clicking **New Deployment Zone**. You can have more than one Deployment Zone
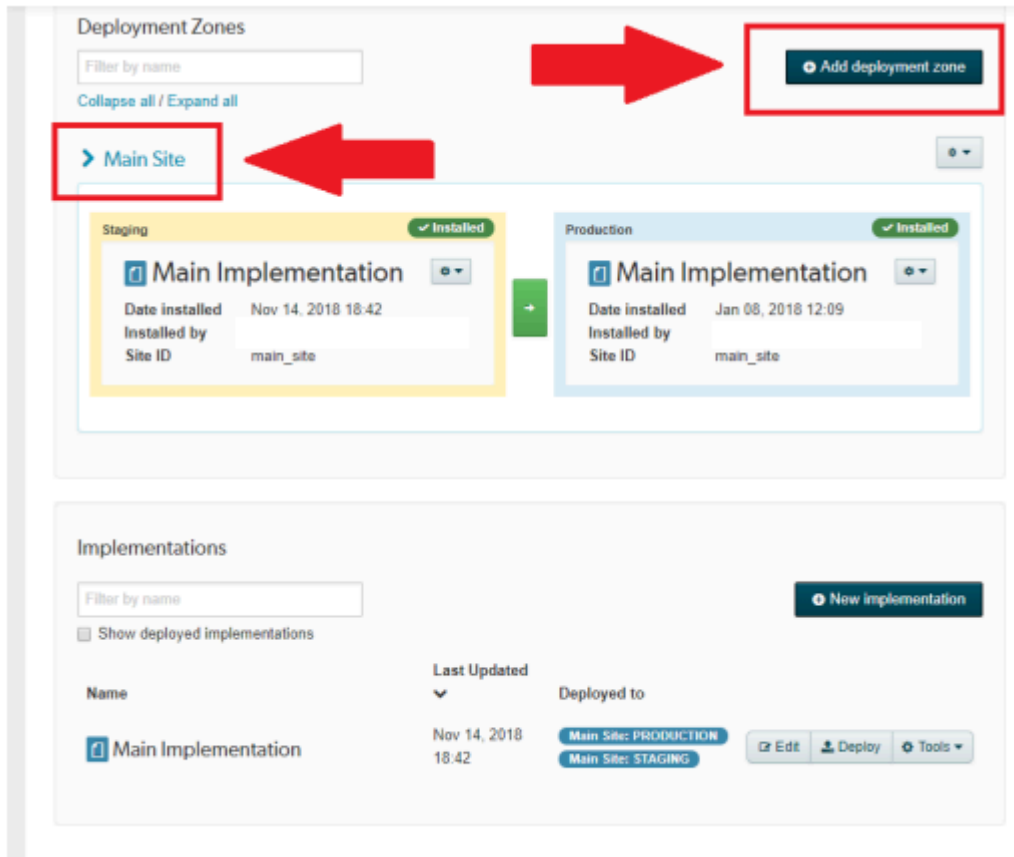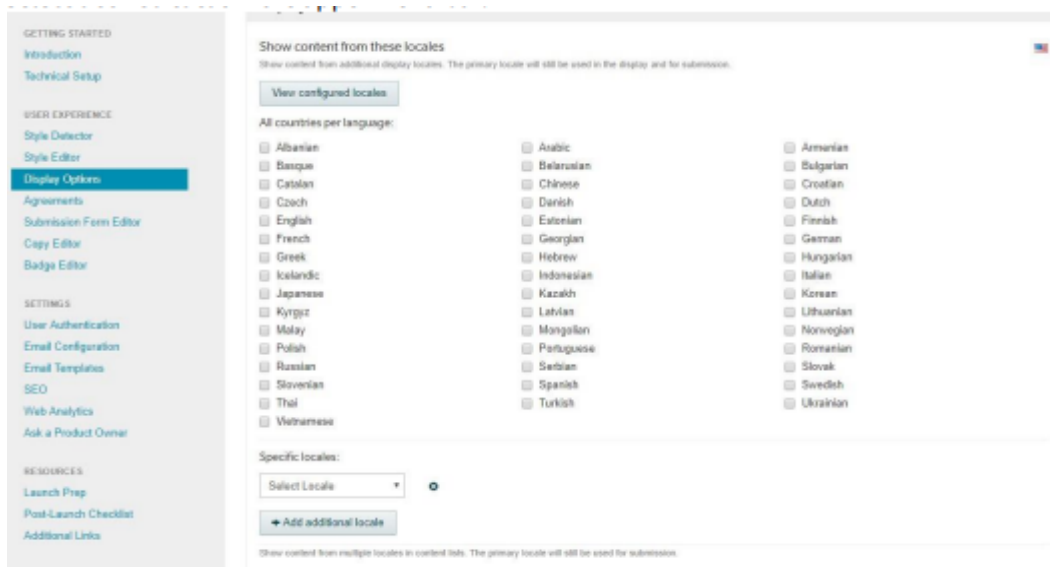

i.

d. Complete the following steps to identify the list of enabled locales.
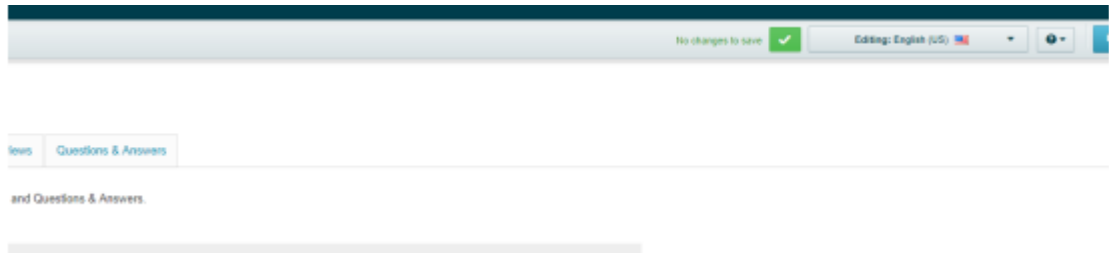
e. Select your desired Implementation.

f. Select **desired locale** in the upper menu bar.

g. Click **Select a locale to edit**. The pull down list will display the enabled locales.

h. Contact your Bazaarvoice representative if you need additional locales enabled.

3. Determine your mappings. Example:

4. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**.
5. Enter your **Deployment Zone**.
6. Configure a **Locale Mapping** for each desired mapping (click **Add Another Value** to create additional mappings) using the following format
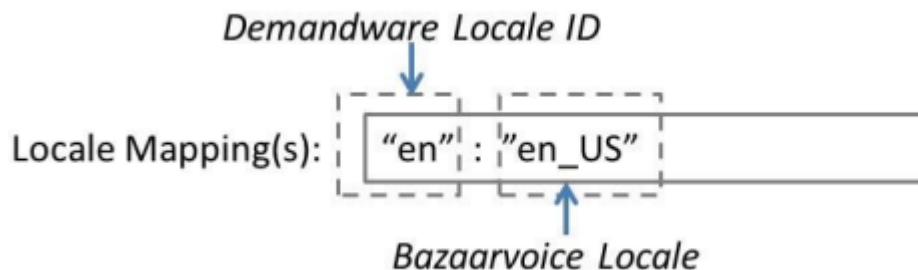
7. Click **Apply**

Follow the remainder of the documentation to configure the remaining custom site preferences.

Bazaarvoice SEO

Complete the following steps to enable the Bazaarvoice SEO solution. The SFCC LINK cartridge utilizes the Cloud SEO method.

A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:

1. A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:
   a. Login to http://login.bazaarvoice.com.
   b. Click **Settings** > **Manage Applications**.
   c. Select your desired implementation.
   d. Click **Settings > SEO** in the left navigation panel.
   e. Ensure that **Root Folder** is set to "**{deploymentzone}-{locale}**".
   f. Note the **Cloud Key**
   g. Make sure **org/Product type** is Disabled
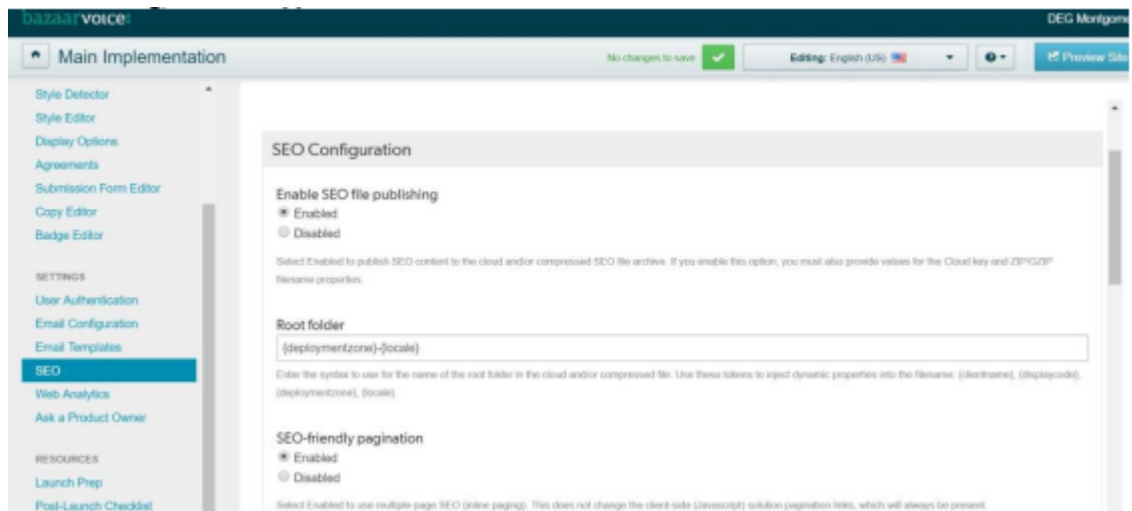
2. Configure the custom site preferences:

    a. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**

    b. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.

    c. Select "Yes" from the **Enable Cloud SEO dropdown**

    d. Enter your **Cloud SEO Key**

    e. Click **Apply**.

Product Catalog Feed Export Custom Site Preferences

Complete the following steps to configure the Product Feed Export Custom Site Preferences:

    1. Navigate to **Site > (select desired SFCC Site) > Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**

    2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.

    3. Enter **Product Feed Image Type**. Typical values are "large", "medium", and "small". The value must match an existing image size type defined in SFCC.

    4. Click **Apply**

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoicecom (production) and sftp stg.bazaarvoice.com[2](staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section "Advanced Topics" for details.

6.1 Adding Brands to the Product Feed

As a best practice, Brands should be included in the Bazaarvoice Product Feed. For the Brands to populate, there must be a search refinement on the storefront catalog for the 'brand' attribute. If brand refinements are not used on the storefront, you may need to hide the refinement on your PLP left navigation bar.

BV Pixel

Complete the following steps to enable the BV Pixel. The SFCC LINK cartridge implements the pixel version intended for online transaction orders.

6.2 Configure BV Pixel Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.
3. Check the **Enable BV Pixel**
4. Click **Apply**.

Purchase Feed Export

The following sections describe the steps the purchase feed export process.

   • Set Custom Site Preferences for Purchase Feed Export

Note: purchase data received by Bazaarvoice via the BV Pixel feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.

6.3 Purchase Feed Export Custom Site Preference:

Complete the following steps to configure the Purchase Feed Export Custom Site Preferences.

1. Navigate to **Site > (select desired SFCC Site) > Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:

1. **Purchase Feed Triggering Event**, select Purchase or Shipping.
2. Enter **Purchase Feed Image Type**. Typical values are "large", "medium", and "small". The value must match an existing image size type defined in SFCC.

• Click **Apply**.

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoicecom (production) and sftp stg.bazaarvoice.com[3]**(staging).**

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section "Advanced Topics" for details.

7 Ratings & Reviews Display

This section describes the steps required to setup the display of Ratings & Reviews.

Note:

Complete General Setup First!

Complete the steps detailed in the "**General Bazaarvoice Setup**" section of this document before completing this section.

Adding Ratings & Reviews to the Product Page

The following sections describe the steps to implement R&R on the product page.

7.1 Configuring Ratings & Review Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.
3. Check the **Enable Ratings & Reviews**
4. Click **Apply**.

Note: you must also complete the steps in section "Mapping SFCC Locales to Bazaarvoice Deployment Zones and Locales"

8 Questions and Answers Display

This section describes the steps required to setup the display of Questions & Answers.

Note:

Complete General Setup First!

Complete the steps detailed in the "**General Bazaarvoice Setup**" section of this document before completing this section. Note that the Bazaarvoice Submission Container page setup is included in these previously covered sections.

Configuring Questions and Answers Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.
3. Check the **Enable Questions & Answers**
4. Click **Apply**.
5. Note: you must also complete the steps in section "Mapping SFCC Locales to Bazaarvoice Deployment Zones and Locales"

9 Submission

The Bazaarvoice LINK cartridge supports the following best practice submission-related features:

• Bazaarvoice hosted authentication
• Bazaarvoice submission page (pop-up page without a SFCC-created submission container page)

A controller **Bazaarvoice-Container** is maintained in the cartridge to facilitate submission containers from the PIE email links, and from mobile content. The URL to this pipeline must be added to the Bazaarvoice workbench. To add the container URL to the workbench:
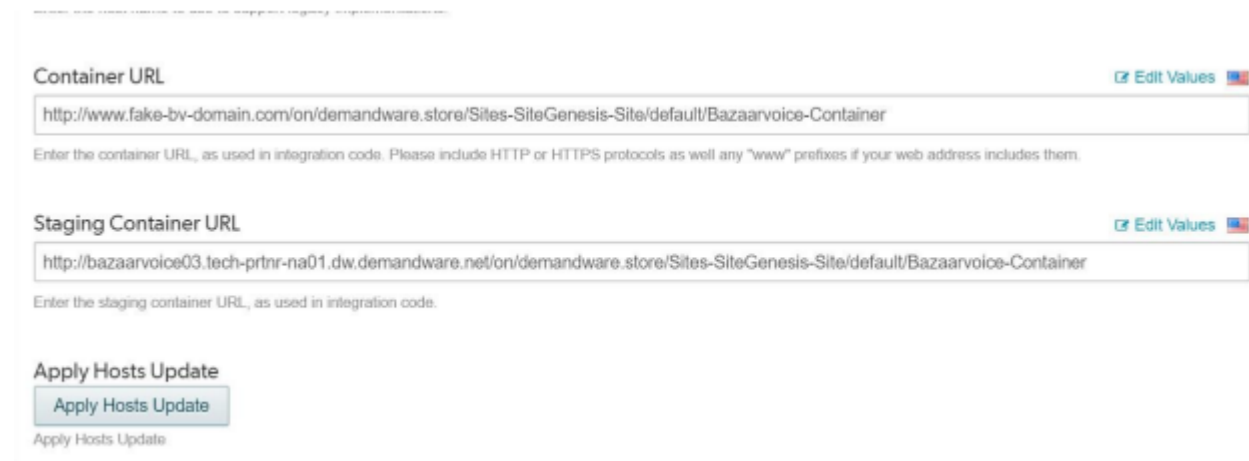
1. Login to http://login.bazaarvoice.com.
2. Click **Settings** > **Manage Applications**.
3. Select your desired implementation.
4. Click **Getting Started > Technical Setup** in the left navigation panel.
5. Scroll down to find **Container URL**, and **Staging Container URL**.
a. Enter the full url to the pipeline Bazaarvoice-Container. It should look like:

Container URL:

http://<SFCC domain>/on/demandware.store/Sites-<SFCC Site>-Site/<locale>/Bazaarvoice-Container Staging Container

URL:

http://<instance name>-<realm>-<customer name>.demandware.net/on/demandware.store/Sites-<SFCC Site>-Site/<locale>/Bazaarvoice-Container

Container URL   Edit Values

http://www.fake-bv-domain.com/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container

Enter the container URL, as used in integration code. Please include HTTP or HTTPS protocols as well any "www" prefixes if your web address includes them.

Staging Container URL   Edit Values

http://bazaarvoice03.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container

Enter the staging container URL, as used in integration code.

Apply Hosts Update

Apply Hosts Update

Apply Hosts Update

10 Updating SFCC Templates

Note: all changes are already made in the int_bazaarvoice_sfra cartridge.

1. **cartridge\templates\default\checkout\confirmation\confirmation.isml**

Add the following code to the <isscript> tag at the top of the file:

```
if(pdict.bvScout) {
    assets.addJs(pdict.bvScout);
}
```

```
1    <!--- TEMPLATENAME: confirmation.isml --->
2    <isdecorate template="common/layout/page">
3        <isscript>
4            var assets = require('*/cartridge/scripts/assets.js');
5            assets.addCss('/css/checkout/checkout.css');
6            assets.addJs('/js/checkoutRegistration.js');
7            if(pdict.bvScout) {
8                assets.addJs(pdict.bvScout);
9            }
10       </isscript>
11
12       <isif condition="${pdict.reportingURLs && pdict.reportingURLs.length}">
13           <isinclude template="reporting/reportingUrls" />
14       </isif>
15
16       <div class="hero slant-down hero-confirmation">
17           <h1 class="page-title">${Resource.msg('title.thank.you.page','confirmation',null)}</h1>
18       </div>
19       <div class="container receipt <isif condition="${pdict.order.shipping.length > 1}">multi-ship</isif>">
```

Add the following code at the end of the file:

```
<isinclude template="bv/bvpixel/trackTransaction"/>
```

```
30                       </div>
31                   </isif>
32                   <div class="${pdict.returningCustomer ? 'col-sm-6 offset-sm-3' : 'col-sm-6 offset-sm-3 offset-md-0 pull-md-6' }">
33                       <isinclude template="checkout/confirmation/confirmationDetails" />
34                       <a href="${URLUtils.url('Home-Show')}" class="btn btn-primary btn-block order-confirmation-continue-shopping"
35                           ${Resource.msg('button.continue.shopping','confirmation',null)}
36                       </a>
37                   </div>
38               </div>
39           </div>
40
41           <isinclude template="bv/bvpixel/trackTransaction"/>
42    </isdecorate>
```

2. cartridge\templates\default\product\components\descriptionAndDetails.isml

Add the following code:

```
<isif condition="${pdict.bvDisplay.rr.enabled}">
    <hr class="d-sm-none">
</isif>

<div class="row reviews collapsible-xs <isif
condition="${!pdict.bvDisplay.rr.enabled}">hidden-xl-down</isif>">
    <h2 class="col-sm-12 col-md-4 col-lg-3">
        <a class="title" href="${'#'}">${Resource.msg('label.rr', 'product', null)}</a>
    </h2>
    <isinclude template="bv/display/rr/reviews" />
</div>

<isif condition="${pdict.bvDisplay.qa.enabled}">
    <hr class="d-sm-none">
</isif>

<div class="row questions collapsible-xs <isif
condition="${!pdict.bvDisplay.qa.enabled}">hidden-xl-down</isif>">
    <h2 class="col-sm-12 col-md-4 col-lg-3">
        <a class="title" href="${'#'}">${Resource.msg('label.qa', 'product', null)}</a>
    </h2>
    <isinclude template="bv/display/qa/questions" />
</div>
```

```
22    <div class="row details collapsible-xs <isif condition="${!product.longDescription}">hidden-xl-down</isif>">
23        <h2 class="col-sm-12 col-md-4 col-lg-3">
24          <a class="title" href="${'#'}">${Resource.msg('label.details', 'product', null)}</a>
25        </h2>
26        <isinclude template="product/components/details" />
27    </div>
28
29    <isif condition="${pdict.bvDisplay.rr.enabled}">
30        <hr class="d-sm-none">
31    </isif>
32
33    <div class="row reviews collapsible-xs <isif condition="${!pdict.bvDisplay.rr.enabled}">hidden-xl-down</isif>">
34        <h2 class="col-sm-12 col-md-4 col-lg-3">
35          <a class="title" href="${'#'}">${Resource.msg('label.rr', 'product', null)}</a>
36        </h2>
37        <isinclude template="bv/display/rr/reviews" />
38    </div>
39
40    <isif condition="${pdict.bvDisplay.qa.enabled}">
41        <hr class="d-sm-none">
42    </isif>
43
44    <div class="row questions collapsible-xs <isif condition="${!pdict.bvDisplay.qa.enabled}">hidden-xl-down</isif>">
45        <h2 class="col-sm-12 col-md-4 col-lg-3">
46          <a class="title" href="${'#'}">${Resource.msg('label.qa', 'product', null)}</a>
47        </h2>
48        <isinclude template="bv/display/qa/questions" />
49    </div>
50
51
52  </div>
```

3. cartridge\templates\default\product\components\productRating.isml

Replace file content with the following code:

```
<isscript>
    var assets = require('*/cartridge/scripts/assets');
    if(pdict.bvScout) {
        assets.addJs(pdict.bvScout);
    }
</isscript>
<isinclude template="bv/display/pdpSummary"/>
```

```
1  <isscript>
2      var assets = require('*/cartridge/scripts/assets');
3      if(pdict.bvScout) {
4          assets.addJs(pdict.bvScout);
5      }
6  </isscript>
7  <isinclude template="bv/display/pdpSummary"/>
```

4. cartridge\templates\default\product\components\ratings.isml

Replace file content with the following code:

```
<isif condition="${pdict.bvDisplay && pdict.bvDisplay.rating && pdict.bvDisplay.rating.enabled}">

    <isif condition="${pdict.bvDisplay.rating.type.equals('native')}">
        <isinclude template="bv/display/rr/inLineRatings" />

    <iselseif condition="${pdict.bvDisplay.rating.type.equals('hosted')}">
        <isinclude template="bv/display/rr/inLineRatingsHosted" />

    </isif>

</isif>
```

```
1  <isif condition="${pdict.bvDisplay && pdict.bvDisplay.rating && pdict.bvDisplay.rating.enabled}">
2
3      <isif condition="${pdict.bvDisplay.rating.type.equals('native')}">
4          <isinclude template="bv/display/rr/inLineRatings" />
5
6      <iselseif condition="${pdict.bvDisplay.rating.type.equals('hosted')}">
7          <isinclude template="bv/display/rr/inLineRatingsHosted" />
8
9      </isif>
10
11 </isif>
```

5. cartridge\templates\default\product\quickView.isml

Add the following code after the product name heading:

```
<isif condition="${pdict.bvDisplay && pdict.bvDisplay.qvType}">
    <isif condition="${pdict.bvDisplay.qvType.equals('pdpsummary')}">
        <isinclude template="product/components/productRating" />
    <iselseif condition="${pdict.bvDisplay.qvType.equals('inlineratings')}" />
        <isinclude template="product/components/ratings" />
    </isif>
</isif>
```

```isml
1   <!--- TEMPLATENAME: quickView.isml --->
2   <isset name="productCopy" value="${pdict.product}" scope="page"/>
3   <isset name="product" value="${pdict.product}" scope="page"/>
4   <isset name="isBundle" value="${false}" scope="page"/>
5   <isset name="isQuickView" value="${true}" scope="page"/>
6   <isset name="isProductSet" value="${false}" scope="page" />
7   <div class="product-quickview product-${product.productType} col product-wrapper product-detail" data-pid="${product.id}
8       <div class="row">
9           <iscomment> Product Images Carousel </iscomment>
10          <isinclude template="product/components/imageCarousel" />
11
12          <iscomment> Product Name and Number </iscomment>
13          <div class="col-sm-6">
14              <section>
15                  <h1 class="product-name">${product.productName}</h1>
16              </section>
17
18              <isif condition="${pdict.bvDisplay && pdict.bvDisplay.qvType}">
19                  <isif condition="${pdict.bvDisplay.qvType.equals('pdpsummary')}">
20                      <isinclude template="product/components/productRating" />
21                  <iselseif condition="${pdict.bvDisplay.qvType.equals('inlineratings')}" />
22                      <isinclude template="product/components/ratings" />
23                  </isif>
24              </isif>
25
26
27              <div class="detail-panel">
28                  <iscomment> Attributes </iscomment>
29                  <section class="attributes">
```

6. cartridge\templates\default\search\searchResults.isml

Add the following code to the <isscript> tag at the top of the file:

```
if(pdict.bvScout) {
    assets.addJs(pdict.bvScout);
}
```

```isml
1   <isdecorate template="common/layout/page">
2       <isscript>
3           var assets = require('*/cartridge/scripts/assets');
4           assets.addJs('/js/search.js');
5           assets.addCss('/css/search.css');
6
7           if(pdict.bvScout) {
8               assets.addJs(pdict.bvScout);
9           }
10      </isscript>
11
12      <isinclude template="search/searchResultsNoDecorator" />
13  </isdecorate>
14
```

11 Files overview

bm_bazaarvoice\cartridge\scripts\jobs\util\brandHelper.js
Module provides helper function to get the list of Brand refinement values. Used in Product Feed Job.

bm_bazaarvoice\cartridge\scripts\jobs\util\categoryHelper.js
Module provides helper functions to get the list of site catalog categories. Used in Product Feed Job.

bm_bazaarvoice\cartridge\scripts\jobs\util\localeHelper.js
Module provides helper functions to work with locales, e.g. create locale mappings between SFCC and BV. Used in Product Feed, Purchase Feed and Inline Rating Import Jobs.

bm_bazaarvoice\cartridge\scripts\jobs\util\productCatalogDataConfig.js
Module provides a configuration object to be used for creating CSV Product Feeds. Used in Bazaarvoice Product Catalog Data job.

bm_bazaarvoice\cartridge\scripts\jobs\util\purchaseHelper.js
Module provides helper functions to get purchase data. Used in Purchase Feed job.

bm_bazaarvoice\cartridge\scripts\jobs\util\xmlHelper.js
Module provides helper functions to work with XML files. Used in Product Feed and Purchase Feed jobs.

bm_bazaarvoice\cartridge\scripts\jobs\bvDownloadFeeds.js
Module provides function to download BV feeds. Used in Inline Ratings Import job.

bm_bazaarvoice\cartridge\scripts\jobs\bvProductCatalogData.js
Module provides function to generate CSV Product Feed. Used in Bazaarvoice Product Catalog Data job.

bm_bazaarvoice\cartridge\scripts\jobs\bvProductExport.js
Module provides functions for chunk-oriented script module job step to generate product feed. Used in Product Feed job.

bm_bazaarvoice\cartridge\scripts\jobs\bvPurchaseExport.js
Module provides functions for chunk-oriented script module job step to generate purchase feed. Used in Purchase Feed job.

bm_bazaarvoice\cartridge\scripts\jobs\bvRatingImport.js
Module provides function to read downloaded ratings XML file and update products data on SFCC side. Used in Inline Ratings Import job.

bm_bazaarvoice\cartridge\scripts\jobs\bvUploadFeeds.js
Module provides function to upload feeds to BV. Used in Product Feed and Purchase Feed jobs.

bm_bazaarvoice\cartridge\scripts\lib\libBazaarvoice.js
Module provides various helper functions needed for the functioning of the cartridge, e.g. reading site preferences, working with product data, etc. Used throughout the cartridge.

bm_bazaarvoice\cartridge\scripts\lib\libCloudSEO.js
Module to get and to render the Cloud SEO content on the PDP. Used in Product.js controller or product components templates.

bm_bazaarvoice\cartridge\scripts\lib\libConstants.js

Module provides various constants. Used throughout the cartridge.

int_bazaarvoice_sfra\cartridge\client\default\js\pdpSummary.js
Client-side javascript used to display reviews/questions on PDP.

int_bazaarvoice_sfra\cartridge\controllers\Order.js
Appends BV data to Order-Confirm endpoint to be used on Order Confirmation page.

int_bazaarvoice_sfra\cartridge\controllers\Product.js
Appends BV data to Product endpoints to be used on PDP and Quickview.

int_bazaarvoice_sfra\cartridge\controllers\Search.js
Appends BV data to Search-Show endpoint to be used on Search/Category pages.

int_bazaarvoice_sfra\cartridge\controllers\Tile.js
Appends BV data to Tile-Show endpoint to be used for product tiles render.

int_bazaarvoice_sfra\cartridge\templates\default\bv\bvpixel\trackTransaction.isml
Template to render BV transaction pixel. Used on Order Confirmation page.

int_bazaarvoice_sfra\cartridge\templates\default\bv\display\qa\questions.isml
Template used to render questions content on PDP.

int_bazaarvoice_sfra\cartridge\templates\default\bv\display\rr\inlineRatings.isml
Template used to render inline ratings. Used on Search/Category pages and in Quickview.

int_bazaarvoice_sfra\cartridge\templates\default\bv\display\rr\inLineRatingsHosted.isml
Template used to render hosted inline ratings. Used on Search/Category pages and in Quickview.

int_bazaarvoice_sfra\cartridge\templates\default\bv\display\rr\reviews.isml
Template used to render reviews on PDP.

int_bazaarvoice_sfra\cartridge\templates\default\bv\display\pdpSummary.isml
Template used to render product aggregate rating on PDP or Quickview.

int_bazaarvoice_sfra\cartridge\templates\default\checkout\confirmation\confirmation.isml
Overriden SFRA template, modified in order to add BV Pixel to the Order Confirmation page. See Updating SFCC Product Page templates section for more details.

int_bazaarvoice_sfra\cartridge\templates\default\product\components\descriptionAndDetails.isml
Overriden SFRA template, modified to include reviews and questions to PDP. See Updating SFCC Product Page templates section for more details.

int_bazaarvoice_sfra\cartridge\templates\default\product\components\productRating.isml
Overriden SFRA template, modified to include product aggregate rating to PDP. See Updating SFCC Product Page templates section for more details.

Int_bazaarvoice_sfra\cartridge\templates\default\product\components\ratings.isml
Overriden SFRA template, modified to include inline ratings/hosted inline ratings to Search/Category pages and Quickview. See Updating SFCC Product Page templates section for more details.

int_bazaarvoice_sfra\cartridge\templates\default\product\quickView.isml
Overriden SFRA template, modified to include ratings in Quickview. See Updating SFCC Product Page templates section for more details.

int_bazaarvoice_sfra\cartridge\templates\default\search\searchResults.isml
Overriden SFRA template, modified to include BV javascript on the Search/Category pages. See Updating SFCC Product Page templates section for more details.

12 Advanced Topics

The following are special considerations to be aware of.

Upgrading from a previous Bazaarvoice LINK Cartridge Version

 The following are the recommended steps to upgrade to a newer version of the Bazaarvoice LINK cartridge.

Complete the following steps in sandbox/staging (making changes in staging will not affect production until replication):

1. Disable replication.
2. Completely delete the cartridge from the Site.
3. Completely delete the exisiting Bazaarvoice-related metadata on the Site.
4. Delete all existing Bazaarvoice-related Scheduled Jobs.
5. Install the new cartridge (including importing the new metadata and setting up the new Scheduled Jobs) to the site according to the Bazaarvoice documention.
6. Test the new cartridge functionality (sandbox/staging).

To push changes to production:

1. In each of the appropriate Custom Site Preferences, select an instance type "production" and enter the appropriate settings.
2. Execute data replication.
3. Execute code replication.

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoicecom (production) and sftp stg.bazaarvoice.com[4](staging).

Bazaarvoice clients provisioned on the C7 cluster must complete the following steps:

Open the file "int_bazaarvoice/cartridge/scripts/lib/libConstants.ds" and edit the two variables defined on lines 15 and 16:

- FTPHostStaging = "sftp7-stg.bazaarvoice.com[5]";
- FTPHostProduction = "sftp7.bazaarvoice.com[6]";

Additionally, the service framework urls must be updated. Navigate to **Administration > Operations > Services** and click on the credentials tab. Change the urls for each of the following credentials:

- sftp.stg.SiteID
    - URL: "sftp7-stg.bazaarvoice.com[7]"
- sftp.prd.SiteID
    - URL: "sftp7.bazaarvoice.com[8]"

Product Family Override

By default, the SFCC cartridge attempts collect and distribute content at the master product level. This can cause problems with cloud SEO when color slicing is used, or variations are assigned to the same category as their master.

Bazaarvoice clients who wish to display color sliced product tiles must complete the following steps to enable the use of product families:

---

[4] http://sftp-stg.bazaarvoice.com
[5] http://sftp7-stg.bazaarvoice.com
[6] http://sftp7.bazaarvoice.com
[7] http://sftp7-stg.bazaarvoice.com
[8] http://sftp7.bazaarvoice.com

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development**, **Staging**, **Production**), and click **Apply**.
3. Check the **BV Enable Product Families (YES)**
4. Click **Apply**.

Importing Ratings Data Using the Bazaarvoice Ratings Feed

Bazaarvoice provides a nightly ratings feed for clients who wish to import the ratings statistical data (overall rating, number of reviews) into their Salesforce Commerce Cloud environment. Bazaarvoice clients who wish to import the ratings data must complete the following steps:

Enable the job schedule "Bazaarvoice Inline Rating Import" described above in the section "**Import Job Schedules**". The inline rating import job needs to be run on the staging instance in order to import production data into the catalog.

Also, the Custom Site Preferences includes a setting called "Enable case-insensitive product ID" that affects the behavior of the "Bazaarvoice Inline Rating Import" job. When the preference for "Bazaarvoice Inline Rating Import" is set to "Yes," the system will import ratings for products based on different product ID matching options. These options include:

- Strict compliance: The import will strictly comply with the SFCC product ID and the BV product ID without any case conversion.
- Uppercase conversion: The SFCC product ID will be compared with the BV product ID converted to uppercase for matching.
- Lowercase conversion: The SFCC product ID will be compared with the BV product ID converted to lowercase for matching.

For example, if the preference is enabled and there is a BV product with the ID "259dM," the rating for this product will be imported to SFCC products with the IDs "259dM," "259dm," and "259DM."

However, if the preference for "Bazaarvoice Inline Rating Import" is set to "No," the rating import will strictly require an exact match between the SFCC product ID and the BV product ID, without considering case conversion.