

Bazaarvoice Integration Guide

Version 24.0.1



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1. Summary

This document provides technical instructions for installing the Salesforce Commerce Cloud (SFCC) LINK integration that lets you integrate Bazaarvoice (BV) solutions with a SFCC storefront. This document is intended for individuals who possess at least a general understanding of the following topics:

- Web development
- SFCC UX Studio integrated development environment (IDE)
- Bazaarvoice Conversations (Ratings & Reviews and/or Question & Answer)
- Interface components

2. Component Overview

2.1. Functional Overview

Bazaarvoice maintains a pre-built integration into the SFCC platform. This pre-built integration is delivered in the form of a SFCC LINK cartridge.

The cartridge is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It

includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This cartridge may need to be customized by the client to implement functionality not included in the cartridge.

The SFCC LINK integration supports the following Bazaarvoice (BV) feature set:

- Ratings & Reviews
 - Submission
 - Display
 - Hosted Inline Ratings on Category & Search Results pages
 - Feed-based Inline Ratings on Category & Search Results pages
 - Post-Interaction Email (PIE)
 - Bazaarvoice SEO
- Question & Answer
 - Submission
 - Display
 - Bazaarvoice SEO
- BV Pixel
 - Tracks transaction data when orders are placed
 - Replaces the need for the Post-Interaction-Email feed

The SFCC LINK Integration, which is also referred to as the Bazaarvoice (BV) cartridge, provides the following integration points with Bazaarvoice (BV) solutions:

- SFCC Storefront functionality
 - Ratings & Reviews (R&R)
 - Question & Answer (Q&A)
- For storefront functionality to work properly, the following integration would be set up in business manager
 - Product export feed generation
 - Post-Interaction-Email (PIE) feed generation (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)

2.2. Test Cases

Test cases can be referenced in document Bazaarvoice_Test_Cases_22.1.0.pdf

2.3. Limitations, Constraints

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 be available on the SFCC platform. This may require a separate agreement with Bazaarvoice. Contact Bazaarvoice for details.

2.4. Compatibility

The cartridge is designed for Salesforce Commerce Cloud API version 24.10 (Compatibility Mode: 22.7).

Compatible SFRA version 7.0.1

Compatible Site Genesis version 104.0.1

2.5. Privacy, Payment

Customers will create a display name when leaving a review. The display name will be seen to the public.

3. Implementation Guide

3.1. Setup

For SiteGenesis 2 Integrations: See the document

Bazaarvoice_SFCC_LINK_Cartridge_Integration_Sitegen_Guide_v22_1_0.pdf

For SFRA Integrations: See the document

Bazaarvoice_SFCC_LINK_Cartridge_Integration_SFRA_Guide_v24_1_0.pdf

4. Operations, Maintenance

4.1. Data Storage

The export and import feeds will be stored under webdav/Sites/Temp while the jobs are running and deleted when the jobs are finished. There will not be feed storage on Impex.

4.2. Availability

BV hosted services perform with an uptime of 99.9% reliability. Additionally, the Bazaarvoice services are designed in such a way to gracefully fail without impact on the SFCC webstore performance. If the event of failure, Bazaarvoice functionality will simply cease to exist on the target pages.

4.3. Support

Contact partner-support@bazaarvoice.com regarding this LINK cartridge

5. Known Issues

6. Release History

Version	Date	Changes
24.1.0	10/17/2024	<ul style="list-style-type: none"> • Add support for SFRA version 7.0.1 • Fix product feed job failure with no brands refinement
23.2.0	03/19/2024	<ul style="list-style-type: none"> • Added a locale attribute to the product feed for a site with one locale
23.1.2	09/02/2024	<ul style="list-style-type: none"> • Fixed import XML quota violation issue • Update integration guide
23.1.0	07/07/2023	<ul style="list-style-type: none"> • Added the ability to import a product rating with a case-insensitive product ID.
22.1.2	06/07/2023	<ul style="list-style-type: none"> • Added simple products to the product feed export • Updated unit test
22.1.1	05/18/2023	<ul style="list-style-type: none"> • Fixed issue with total order total in BV Pixel. • The order total , shipping cost, and item price in BV Pixel now display without tax for the Gross and Net taxation policy of the site.
20.1.0	04/15/2020	<ul style="list-style-type: none"> • Add support for 19.10 compatibility mode • Refactored to use LocalServiceRegistry instead of ServiceRegistry • Refactored to use Session.privacy instead of session.custom
18.2.0	12/4/2018	<ul style="list-style-type: none"> • Add support for SFRA • refactor scheduled jobs to leverage scripts instead of pipelines <ul style="list-style-type: none"> ○ leverage chunk-based scripts for long running jobs ○ update product feed schema to 14.7 ○ include all UPCs and EANs at the master level in product feed ○ leverage job parameters for purchase feed timeframe
18.1.0	1/22/2018	<ul style="list-style-type: none"> • Update to use new bv.js scout file and new display integrations • BV Pixel bug fix of line item totals and order total • Remove workflow components in favor of new job framework • Script refactoring: require statements, single quotes, remove for each loops, remove typing, improved logging, improved job script performance • Improved integration document around optional features • Cloud SEO bug fixes, including proper encoding of url parameters • Service Framework bug fix to initialize service for multiple sites
16.2.0	11/17/16	Rebrand ROI Beacon to BV Pixel

16.1.0	10/31/16	<ul style="list-style-type: none"> • Migrate Bazaarvoice pipeline to controller • Upgrade Cloud SEO script based on the latest SDK, and include bvstate support • Add service framework support • Add integration framework support • Syntax bug fixes • Update deprecated API calls
15.1.0	8/14/15	<ul style="list-style-type: none"> • Version number change to comply with DW LINK program guidelines • Site Genesis 15.3 compatibility • Image url encoding in product feed • Submission container • ROI beacon timing fix • Cloud SEO pagination fix • Cloud SEO bvreveal debug fix • Metadata change to group id for Product System Object
14.1	7/24/14	<ul style="list-style-type: none"> • Version number change to comply with DW LINK program guidelines • FTP host override • Inline ratings using BV ratings feed (GZIP format) support
6.0.3		<ul style="list-style-type: none"> • Conversations 2013 platform support • Hosted inline ratings • Cloud based Bazaarvoice SEO integration • ROI Beacon • Simplified Site preferences by moving many configuration variables to a script file, and downsizing to a single preference group • Fixed Brand elements in the product and purchase feeds • Optional Product Family support
5.2		<ul style="list-style-type: none"> • Support for multi-locale DW sites integrating with single BV instance • Additional data elements in product catalog feed for BV network functionality • Support for configurable image sizes in product catalog and orders feed generation processes • Remove issue with incorrect display on Search Results pages
5.1.1		<ul style="list-style-type: none"> • Quota violation fix for plugin version 5.1 • Included functionality to open tab on PDP when clicking “read all reviews” (analogous fixes for displaying Ask & Answer and Stories content behind tabs) • Removed default value for “Bazaarvoice Encoding Key” preference • Removed global preference for bvdisplaycode (no longer used) • Timestamp automatically appended to Order Feed XML filename • Ratings statistics set to zero for all products prior to new statisti