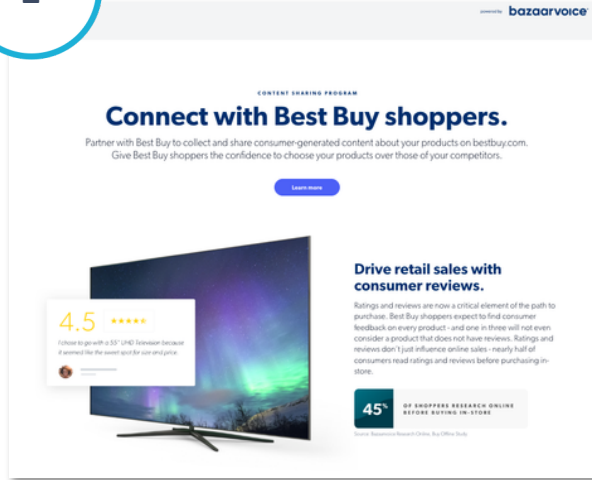


Connections Guide –Signing up

Signing up for Connections Basic

1



Visit Best Buy's sign-up page and click the "Learn more" button.

<http://bazaarvoice.com/bestbuy>

2

A screenshot of a 'Request more information' form. The form is titled 'Request more information' and asks the user to fill in their details. Fields include Business email (matthew.arthur@bazaarvoice.com), Company name (Bazaarvoice), First name (Matthew), Last Name (Arthur), Job title (Account Manager, Retail Strategy), Phone number (555)555-5555, and Country (United States). There's a red error message 'This field is required.' under the Country field. A 'Product Interest' section has checkboxes for 'Answer Questions', 'Collect and Distribute UGC' (checked), 'Get More with Influencer', 'Respond to Reviews', and 'Sample Products'. A blue 'Send' button is at the bottom.

Fill out all required information and select the products you'd like to hear more about

3

A screenshot of a 'Thank You' page. The page has a dark blue background with white text. It says 'Thank You' and 'Ready to start answering questions? To get started for free, sign up for Connections Basic below.' Below this, there's a 'Sign up today.' section with input fields for First Name, Last Name, Company Name, Business Email, and Password. There's a checkbox for 'I agree to the Bazaarvoice terms and conditions' and an orange 'Sign Up for Free' button.

When you select "Answer Questions", another box will pop up to start the registration process. This is a self-serve sign up. Please complete the information in this box, and follow subsequent instructions to get started

Step 2 – Searching the Connections portal

bazaarvoice:
Connections

Shoppers ask questions and write reviews on retail sites.
Be part of that conversation.

Signup Details > Find Questions & Reviews > Complete Your Profile > Verify your Email

Enter your brand to find questions and reviews about your products

Enter another brand

Your Brand(s) Repeat search for multiple brands

COLGATE x

We found retailers in our network with your products

If you don't sell at one of these retailers click the X icon

United States

	CVS Pharmacy	x
	Frys	x
	London Drugs	x
	Micro Center	x
	Office Depot	x
	Officeworks	x
	Walgreens	x

Step 2:

- Type in brand(s) into the search engine
- Based on your brand catalog, a list of retailers will automatically populate
- If your brand would like to opt out of any retailer(s), click on the x on the right-hand side

Step 3 – Adding your name and logo

New Profile

Your Profile

Provide a name used to sign your responses *

Bazaarvoice Support

Brand your public responses on retail sites

No Logo? No problem, you can add it later by emailing support anytime.

100 x 40

Choose File No file chosen

Maximum Size: 100px by 40px
Supported Formats: gif, png, jpg in RGB only

Name this Profile: *

This is used for login and access to your account – (NOT PUBLIC FACING)

Review an example of your profile in context

Nickname

Nicknames are displayed on answers you submit. Consider a unique group nickname, such as "[Your brand name] Product Expert"

steel? [Answer This Question](#)

Answer:

Thanks for your question. Yes, this item comes in stainless steel. It also comes in a variety of other finishes and colors.

By: Bazaarvoice Support

1 day ago

Save **Cancel**

Step 3:

- Choose a name that will be displayed on site
- Upload a logo that will be displayed on site
- Choose a username for login – this will not be public-facing

Step 4 – Email validation

bazaarvoice:

Dear {0},

Thank you for joining the Bazaarvoice Connections network. To be seen as a brand expert, be prepared to answer shoppers' questions by following these recommendations for succeeding with the Connections program: [Connections Best Practices](#).

For program success, follow and adopt the guidelines within our Knowledgebase links below:

[Connections Knowledgebase](#)
[Connections Video Overview](#)
[Managing your Connections portal](#)
[Troubleshooting issues in your portal](#)

[Log in to Bazaarvoice Connections.](#)

The login information is provided below. Your username and password are the same for each profile you created, [use the password you provided when activating your account](#).

Issues with your portal? Click the "Contact Us" link in your Connections portal to create a ticket with the Connections Support team. To ensure you receive our correspondence, please check your spam folders and have your IT team whitelist the following domains: bazaarvoice.com and salesforce.com.

Thank you for your partnership!

[Bazaarvoice.com](#) | [Blog](#)

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Step 4:

- Confirm/Validate your email

Step 5 – Welcome email and login instructions

bazaarvoice:
Connections

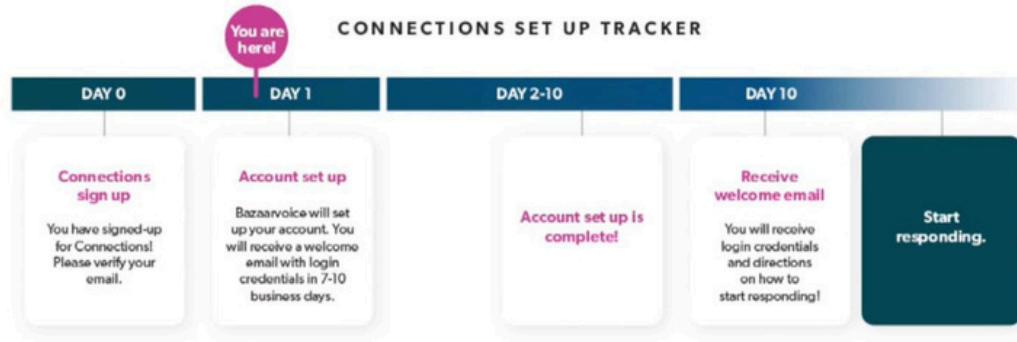
Shoppers ask questions and write reviews on retail sites.
Be part of that conversation.

You have successfully validated your Bazaarvoice Connections account.

Please allow 7-10 business days to receive a welcome email with your login details, as well as instructions for using Bazaarvoice Connections.

To ensure you receive our correspondence, check your spam folders and have your IT team whitelist the following domains: bazaarvoice.com and salesforce.com.

If you haven't received your welcome email within 10 business days, please contact us at connections@bazaarvoice.com.



Step 5:

- Check your inbox in 7-10 days for the welcome email that will contain login details.
- If you do not see this welcome email within 10 days, please open a [support ticket](#).

Utilizing the Connections portal

Login dashboard

Navigate here to see question content and respond

Questions asked on vendors products

of reviews submitted on vendors products

Retailers associated with vendors Connections account

If there are retailers missing from your network list, please open a support ticket to add a new retailer to your feed.

bazaarvoice™

Connections

3

Questions and Reviews

More ▾

Matthew Arthur | | Logout

Welcome to Connections

Answer Questions and Respond to Reviews

Your Shopper Network

4
Retailers

5,092
Total Questions

6,018
Total Reviews

Retailers in Network

BestBuy

Lowe's

The Home Depot

Williams Sonoma

Don't see all your retailers?

2 Unanswered Questions

Answer questions about your products from retailers across the Bazaarvoice network

Answer Questions

1 Priority Review

The priority inbox surfaces your most important reviews

View and Respond to Reviews

Knowledge base

Find answers for how to work with the portal, resolve issues, and succeed with Connections.

→ Search the knowledge base

Learning resources

Get up and running quickly with these video tutorials.

→ Watch now

Support

Need assistance? We can help!

→ Add or Manage Users

→ Contact us

8

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Filtering content

Unanswered questions and priority reviews surface your supplier's most important content

Filter by content type, retailer, timeframe, or state of content (read vs. unread, with vs. without branded response)

The screenshot displays the Bazaarvoice 'Inbox' interface. On the left, a sidebar titled 'Inbox' contains a list of filters: 'All Questions and Reviews', 'Unanswered Questions (0)', and 'Priority Reviews (522)'. Below these are sections for 'Refine Your Results' with categories: 'Any Content' (Questions, Reviews), 'Any Retailer' (Sam's Club), 'Any Time' (Last 24 hours, Last 7 days, Last month, Date Range), and 'Any State' (Unread, Marked Read, With Brand response, Without Brand response, With other response, Without any response). The main area shows a list of questions and reviews. The top question is 'Does anyone know how much caffeine there is in this product?' by 'Chocolate lover' from 13 hours ago. The second question is 'Are there 18 stems in each bunch and are these Salal "tips" ?' by 'Molly' from 15 hours ago. The third question is 'what is the diameter of the pole. need information for a rotator?' by 'sunshine' from 16 hours ago. Each question has a text input field for a response and a 'Can't Answer' button. At the top right of the main area, there is a 'Save This View' button. A yellow callout box points to this button with the text: 'Once a filter is set up, supplier can save that view for future visits'.

Answering questions

Suppliers can work through available questions – focusing on the most recent ones first. They just need to type in their response and click “Respond” to post their answer

?

Does anyone know how much caffeine there is in this product?

13 hours ago

Chocolate lover

click here and provide a personalized (non boilerplate) response

View Best Practices

Respond

Cancel

?

What are the dimensions of the chairs and the weight limit?

18 hours ago

Weezie

click here and provide a personalized (non boilerplate) response

Can't Answer

?

Do all the lights twinkle or just a few and the rest stay steady?

19 hours ago

Claudia

click here and provide a personalized (non boilerplate) response

Can't Answer

Best practices

The screenshot displays three customer questions on a Bazaarvoice interface. The first question is "Does anyone know how much caffeine there is in this product?" by "Chocolate lover" from 13 hours ago. The second question is "What are the dimensions of the chairs and the weight limit?" by "Weezie" from 18 hours ago. The third question is "Do all the lights twinkle or just a few" by "Claudia". Each question has a text input field with the placeholder "click here and provide a personalized (non boilerplate) response" and buttons for "View Best Practices", "Respond", and "Cancel". A red box highlights the "View Best Practices" button for the first question. A yellow box highlights the "View Best Practices" button for the second question, with an arrow pointing to a modal window. The modal window, titled "Answer Best Practices", lists four guidelines for responding to customer questions.

There is guidance on Best Practices to answering questions available, if needed

Answer Best Practices

- Acknowledge the issue, take responsibility, offer help, and reassure others.
- Keep in mind your response will be seen by potential future customers.
- Only respond to reviews when the response solves the problem.
- Customers are looking for an authentic (not boilerplate) response.

Supplier is unable to answer a question...

Suppliers can use the “Can’t Answer” link if a brand response is not appropriate (i.e the question is about shipping, inventory, etc)

What happens when a supplier utilizes the “can’t answer” button?

–question will be removed on the Connections Portal/instance for that specific brand.

If they select the “not my product” option, it will remove all questions associated with that product from the portal/instance.

They can select the “opinion/not a question”, which will mark the question as read.

?

Does anyone know how much caffeine there is in this product?

13 hours ago

Chocolate lover

click here and provide a personalized (non boilerplate) response

Can't Answer

?

What are the dimensions of the chairs and the weight limit?

18 hours ago

Weezie

click here and provide a personalized (non boilerplate) response

Can't Answer

?

Do all the lights twinkle or just a few and the rest stay steady?

19 hours ago

Claudia

click here and provide a personalized (non boilerplate) response

Can't Answer

Supplier is unable to answer a question...

? Does anyone know how much caffeine there is in this product?

13 hours ago

— Chocolate lover

click here and provide a personalized (non boilerplate) response

Can't Answer

Confirm Can't Answer

Try to answer the question unless it asks about:

- Price or promotions
- Store availability (in stock)
- Shipping and delivery
- Opinion statements, such as: "Is one product better than the next?"

Please indicate the reason you can't answer the question.

Cancel **Not My Product** **Opinion/Non-Product Question**

If a supplier selects "Not My Product" it will blacklist the product from their instance and remove all questions associated with that product ID from the instance

Marks the question as read and removes from unanswered question list

Resources

Common questions

Are brands automatically signed up to receive alerts when they sign up for connections?

Yes. They can update them by clicking on the “More” drop down and then selecting “Manage Alerts”.

Can brands see questions even if it’s already been answered?

Yes, they can filter within the portal to see questions answered by brand or not by brand

Can brands add an additional answer to a question that’s already been answered?

Yes

How far back can brands respond to reviews?

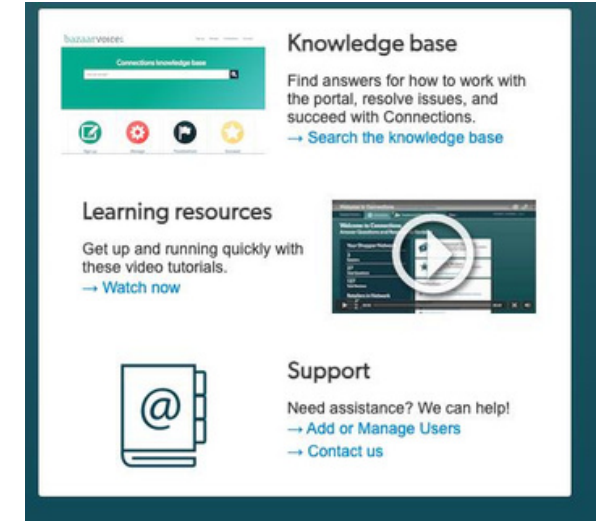
Brands can respond to any review that is available in their portal (at least 10 years, possibly longer)

Are customers notified when a brand answers their questions?

Yes

If a brand is already signed up for connections but needs to a retailer, how do they do that?

Open a support case with an example product URL and your customer-facing brand name (as it appears on the retailer’s site), Bazaarvoice support will link the retailer to the appropriate portal.



7 rules and best practices

For responding to questions and reviews

- 1 Answer questions within 2 business days.**
Responding to reviews doesn't require the same speed.
- 2 No one-word answers to questions.**
Provide more helpful information than "yes" or "no".
- 3 No external links.**
Do not take shoppers off the retailer site. The goal is to keep the shopper on the retailer's site to complete the sale.
- 4 Help future shoppers.**
Understand that questions, reviews, and your responses influence future shoppers doing research. Make content relevant to larger audience.
- 5 No "thank you's" on 5-star reviews.**
It is best to leave most 5-star reviews alone rather than clutter your retail partner sites with repeat "thank you's".
- 6 Be personal.**
Authenticity is critical for shoppers, DON'T copy and paste responses or give a canned response. An excerpt from your policy terms, or worse — the fine print, will only make customers more unhappy.
- 7 Avoid retailer topics.**
Price, retailer competitors, customer service if they pertain to in-store experience, retailer policies (like return policy).