



Bazaarvoice Connections for your brand

Respond to shopper questions and reviews across a network of leading retail sites.

Retailers work with Bazaarvoice to make it easy for your brand to connect directly with shoppers on their product pages — right next to the buy button. With the Bazaarvoice Connections program, vendors can provide branded responses to shopper questions and reviews with participating retailers in the Bazaarvoice network, and influence sales online and in stores.

- **Increase revenue** and become a preferred retail partner
- **Protect your brand reputation** and build loyalty
- **Gain valuable insights** to improve products and marketing

2x

Shopper intent to purchase doubles when seeing a brand's response to a negative review versus a negative review by itself

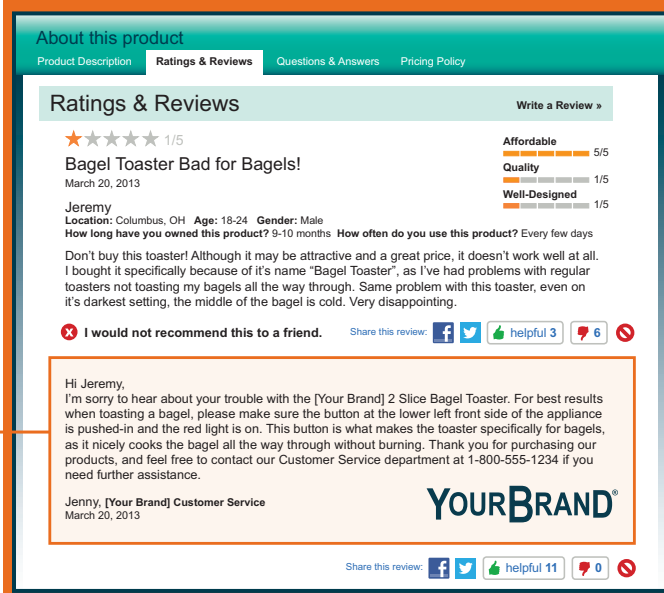
Wakefield Research consumer survey, 2013

98%

Average conversion lift when shoppers engage in Q&A on major retail sites

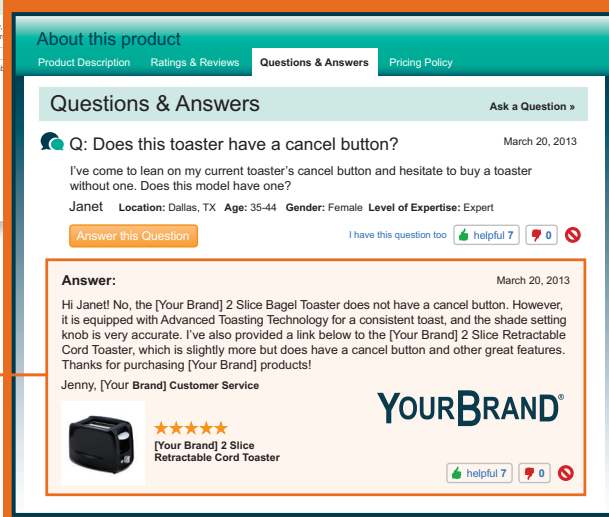
Bazaarvoice retail study, 2013

Respond to customer reviews across your retail network



- Provide sympathetic ear to unhappy retail customers or express gratitude towards positive customer experiences
- Correct misperceptions of how products work and mitigate lost sales with future shoppers

Answer shopper questions across your retail network



- Remove product information gaps on retail sites to support confident purchases
- Leverage new up-sell/cross-sell opportunities by recommending features or products that shoppers seek

"Connections gives us the opportunity to have one-to-one interactions with our customers all the way to point of sale and beyond – and we relish that."

- Sten Hallock, Senior Manager, Online Marketing, Samsung

SAMSUNG



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Frequently Asked Questions

Q: Who is Bazaarvoice?

A: Bazaarvoice Inc., (NASDAQ:BV) is a leading provider of social software as a service technology. Our platform hosts billions of consumer-generated ratings and reviews and questions and answers on nearly 2,000 retail and brand websites globally. The word of mouth content we enable is a major influencer of purchases today. In fact, 84% of consumers research online before making a purchase – of which a large majority use smart phones to look up price comparison and reviews in-store.

Q: What is Bazaarvoice Connections?

A: Bazaarvoice Connections enables brands to respond to consumer questions and reviews about their products across a network of retail sites. Brands can put representatives in the digital shopping aisle where one published response to a question or review can influence sales and loyalty for countless readers.

Connections Basic is a free program for brands to respond to questions across retail partner sites in the Bazaarvoice network. With Connections Basic, brands can also read up to 25 reviews. As more retailers join the program that

are relevant to a brand, additional questions are added to the Connections in-box, at no cost. Sign up here: <http://connections.bazaarvoice.com>

Connections Premium is a paid program for brands to answer questions and read and respond to ALL reviews, across retail partner sites in the Bazaarvoice network. Connections Premium pricing is tiered based on review volume. Brands must sign-up for Connections Basic first to be eligible for Premium.

Q: What retailers are participating in Bazaarvoice Connections?

A: Nearly 200 major retailers participate. Please see list of retailers on connections.bazaarvoice.com which is updated regularly as new retailers join the program.

Q: How does Connections work?

A: Connections is an online portal where brands can access and respond to aggregated consumer questions and reviews across retail partner sites in one interface. Responses publish on retailer sites below the question or review with the brand's logo. Please see the Connections demo video at connections.bazaarvoice.com.



More Q&A →

Q: How does Connections work from a shopper's perspective?

A: Shoppers can ask pre-sales questions and customers can write reviews directly on retail site product pages. For questions, answers can come from other customers AND brands. For reviews, responses can only come from brands.

Q: What is the value and sales impact of participating in Connections?

A: Brands that participate in Bazaarvoice Connections can increase revenue and thereby impact preferred vendor status with retail partners. They can also protect their brand reputation and customer loyalty and gain ongoing insights that impact product innovation and messaging.

Across participating Bazaarvoice retailers, average conversion lift is 98% when site visitors interact with online Q&A*. Answers to questions remove information gaps that inhibit purchases.

Bazaarvoice recently commissioned a third party study with Wakefield Research to measure consumer demand for brand engagement on retail sites. The in-depth survey with 1600 U.S. adults showed that when shoppers see a negative review with a brand's response versus a negative review by itself, intent to purchase DOUBLES.

Q: What kind of staffing is required to respond to content?

A: The large majority of brands participating in Connections leverage existing staff which ranges from customer service or social engagement teams, marketing representatives, or product managers – or a hybrid. For smaller businesses we see company owners or presidents responding to customers.

Q: How much time should we anticipate will be required to respond?

A: QUESTIONS: Questions vary depending on the complexity of the product. For example, a camera will receive more questions than a toothbrush. And volume will be tied heavily to online promotions and seasonality. The average supplier could anticipate 20 questions per week per brand at each retailer, with a well-answered question taking 3-5 minutes to answer, or 3-5 hours per week depending on breadth of your retail channel.

REVIEWS: Brands should not respond to every review. Bazaarvoice identifies top priority reviews that merit a brand's response through an algorithm based on rating (three star and below take priority), most recent, and most relevant.

Assuming an average response rate of 5%, suppliers should expect to spend 1 hour for

every 50 reviews they receive. This includes time for research, writing and editing responses. For example: if a brand averages 2,000 reviews per week it would require 40 man-hours. It is up to the supplier's discretion on the number of reviews chosen to provide a response.

Q: Does Bazaarvoice offer best practices on how to respond to customer questions and reviews?

A: Yes, please download the Connections Best Practices Guide or sign-up for a webinar at connections.bazaarvoice.com.

Sleep Revolution -- a leading manufacturer of comfort products, and first "vendor of the year" for Walmart is leveraging insights gained from customer engagement on retail sites to transform their business.

"With Connections, we've increased sales 35% and seen call volume to customer service cut in half."



- Dorothy Schiller
Director of Marketing,
Sleep Revolution



7 Rules & Best Practices for Responding to Questions & 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 of 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).

