bizrate insights

Bizrate Insights Reviews App Installation Guide for Adobe Commerce

Maximize ecommerce revenue with a 360-degree view of your customers. Bizrate Insights helps Adobe Commerce stores enhance their CX strategy based on real-world, real-time customer sentiment. Collect unlimited surveys across the customer journey from point-of-sale through post-fulfillment—all at no cost. Dive into our VitalSigns dashboard for benchmarking and performance metrics to spot problems and opportunities. And get free feedback syndication across Google, Bing, and Yahoo to establish credibility.

To begin displaying reviews through the Bizrate Insights Reviews App, you will need to obtain a Merchant ID (MID), add the app to your site, and select the features you would like to enable to begin collecting feedback.

1. **Obtain a Merchant ID (MID)**
   a. Click **here** to fill out the brief form to start your free account and obtain your MID

2. **Adding the Bizrate Insights Reviews app to your site**
   a. Log into the Adobe Commerce Marketplace
   b. Add the Bizrate Insights Reviews app to your cart
   c. Complete the checkout process for the free app
   d. Download and unzip the app file
   e. Upload the unzipped folder to your Magento installation's app/code/directory
   f. Alternatively, you can install the app through composer

3. **Selecting your features**
   a. Online Buyer Feedback – The Online Buyer Survey covers the end-to-end shopping experience by engaging customers at two critical points: the point of sale and post-fulfillment. This helps ensure feedback is coming from buyers right when their experiences are top of mind.
   b. Site Abandonment – The Site Abandonment Survey engages customers as they're about to exit and gives retailers tools to save the sale.

Bizrate Configuration

Collect cross-channel customer feedback with Bizrate Insights. Survey verified shoppers for meaningful feedback across their customer journey with incentivized surveys that deliver an industry-high response rate. Gather insights from checkout through fulfillment via multiple channels. And with our site abandonment feature, you can gather feedback from the 97% of consumers who don't complete a purchase!

Merchant id (MID) [store view]	[ ] Please provide the MID provided by Bizrate Insights. You can request a Merchant id <u>here</u>.
Enable Online Buyer Feedback [store view]	☑ Collect verified customer feedback from checkout through fulfillment to optimize your CX strategy.
Enable Site Abandonment [store view]	☑ Find out why shoppers abandon your website and take action to bring them back and save the sale.