

# Commerce - Ratings and Reviews

Mohan Reddy Gali Venkata

*Senior Product Manager  
Dynamics 365 Commerce*

Chris Haddan

*Senior Software Engineer  
Dynamics 365 Commerce*



# Agenda

- Overview
- Ratings and Review in eCommerce
- Ratings and Review in Omnichannel
- Moderation
- Conceptual Architecture
- Q & A

# Overview

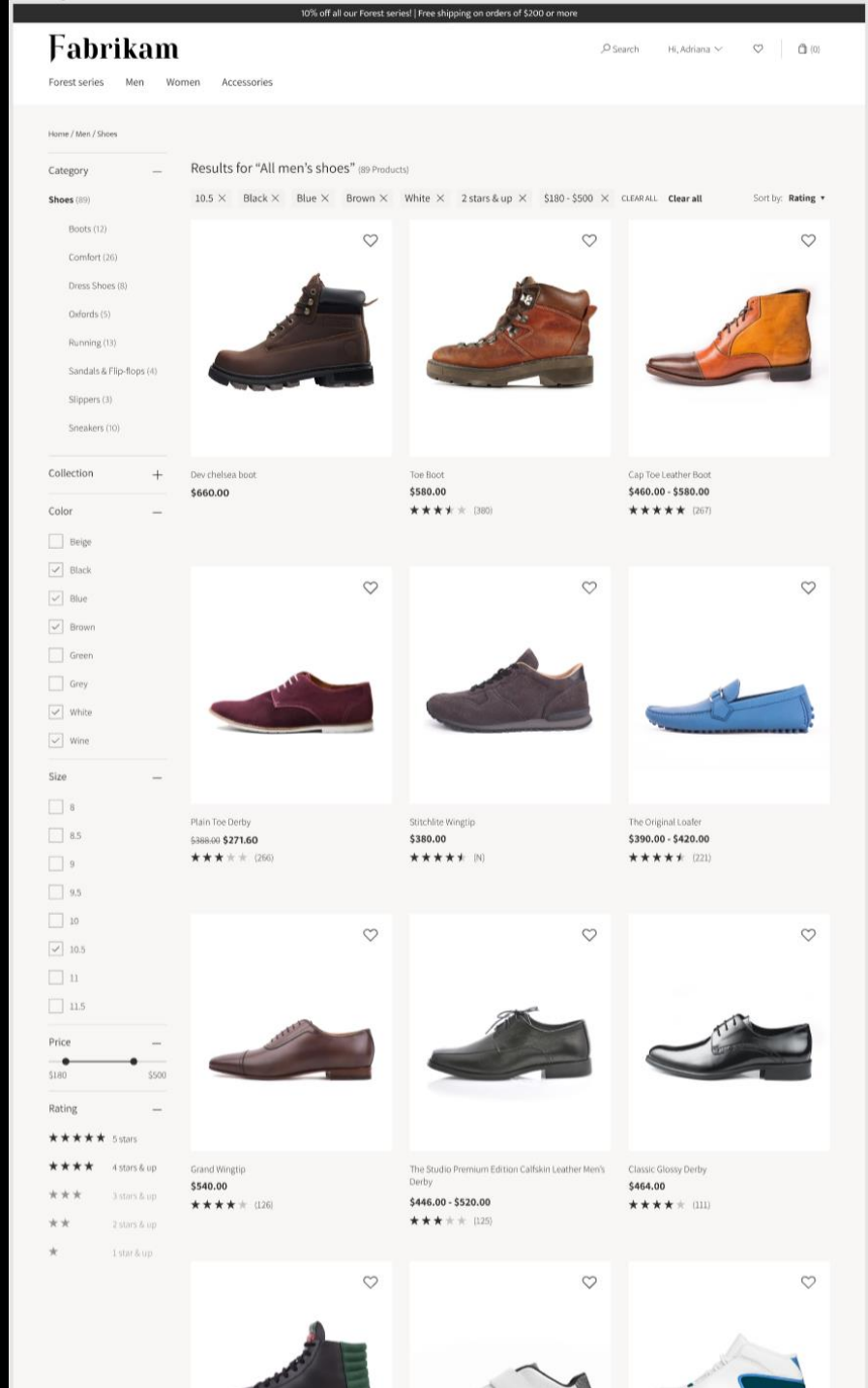
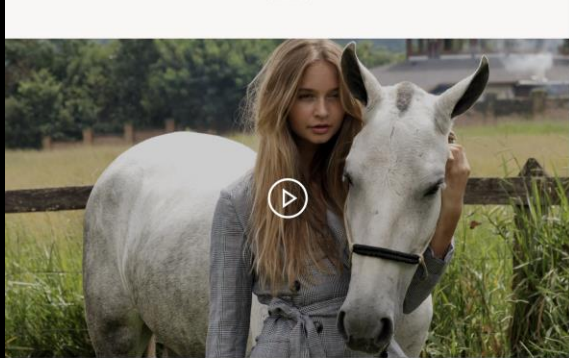
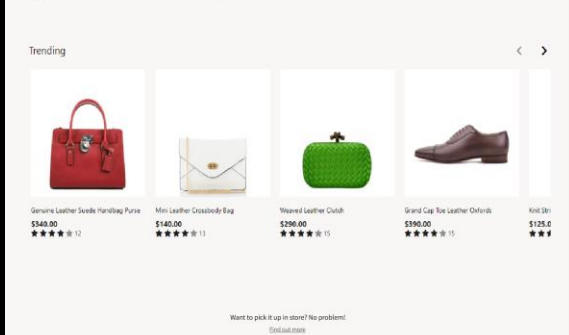
# Ratings and Reviews - Overview

"Ratings and Reviews are crucial for **consumers** to understand how a product is perceived by fellow consumers and make a purchase decision. Ratings and Reviews, as a feedback, helps **retailers** and brand owners to improve product quality, thus increase revenue."

# Dynamics 365 Commerce – Value Proposition

- Ratings and Reviews is offered as an **omni-channel solution**
- Built on **Azure** with high reliability and scalability.
- **Auto moderation** by using **Azure Cognitive Services**.
- Moderation tool to respond to reviews or handle data requests.
- Built-in **UX widgets** to show ratings summary, reviews list on Dynamics 365 Commerce's e-Commerce channel.
- **Power BI** template to view metrics and trends.

# R & R in E-Commerce Channel



Home / Men / Dress Shoes / Grand Wingtip



Grand wingtip

\$390.00

Carefully selected leather expertly crafted in Italy with full dedication to accomplish the design of the Grand Wingtip shoes.

[More details](#)

SKU#: FBK7410-101

Free shipping

★★★★★ (126)



Color

Choose a color

Size

Choose a size

Quantity

− 1 +

Add to bag

Find in store

Search for product availability at stores within 50 miles of you.

Check locations

Reviews

Write a review

★★★★★ 4 / 5 (126)

Filter by: 5 stars ▾ Sort by: Popularity ▾

★★★★★

**You**

**Verified purchase**

July 13, 2018

Review title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Was this review helpful? (0) (0) | [Edit](#) | [Delete](#)

★★★★★

**Customer Name**

**Verified purchase**

March 13, 2019

Review title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Was this review helpful? (2) (0) | [Report](#)

★★★★★

**Customer Name**

**Verified purchase**

March 13, 2019

Review title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Was this review helpful? (2) (0) | [Report](#)

Reviews

Write a review

★★★★★ 4 / 5 (126)

★★★★★

Customer Name

Verified purchase

March 13, 2019

Review

Lorem ipsum  
exercitation  
pariat.

★★★★★

Customer Name

Verified purchase

March 13, 2019

Review

Lorem ipsum  
exercitation  
pariat.

★★★★★

Customer Name

Verified purchase

March 13, 2019

Review title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Write a review



★★★★★ Choose a rating

Title

Review

By clicking submit, you accept our [Privacy Policy](#).

Submit

Discard

Filter by: 5 stars   Sort by: Popularity

...qua. Ut enim ad minim veniam, quis nostrud  
velit esse cillum dolore eu fugiat nulla

...review helpful?  (2)  (0) | Report

...qua. Ut enim ad minim veniam, quis nostrud  
velit esse cillum dolore eu fugiat nulla

...s review helpful?  (0)  (0) | Report

Was this review helpful?  (2)  (0) | Report

Forest Series   Men   Women   Accessories

Search   Sign in    |  (0)

Reviews

Write a review

★★★★★ 4 / 5 (126)

Filter by: **5 stars** ▾   Sort by: **Popularity** ▾

★★★★★

You

Verified purchase

July 13, 2018

Review title

Lorem ipsum dolor sit  
nostrud exercitation u  
nulla pariatur. Excepte

Report



If you find this content inappropriate and think it should be removed from the Fabrikam.com site, let us know.

- ☐ Spam or advertising
- ☐ Profanity
- ☐ Offensive content

Report

Cancel

★★★★★

Customer Name

Verified purchase

March 13, 2019

Review title

Lorem ipsum dolor sit  
exercitation ullamco la  
pariatur. Excepteur sint

★★★★★

Customer Name

Verified purchase

March 13, 2019

Review title

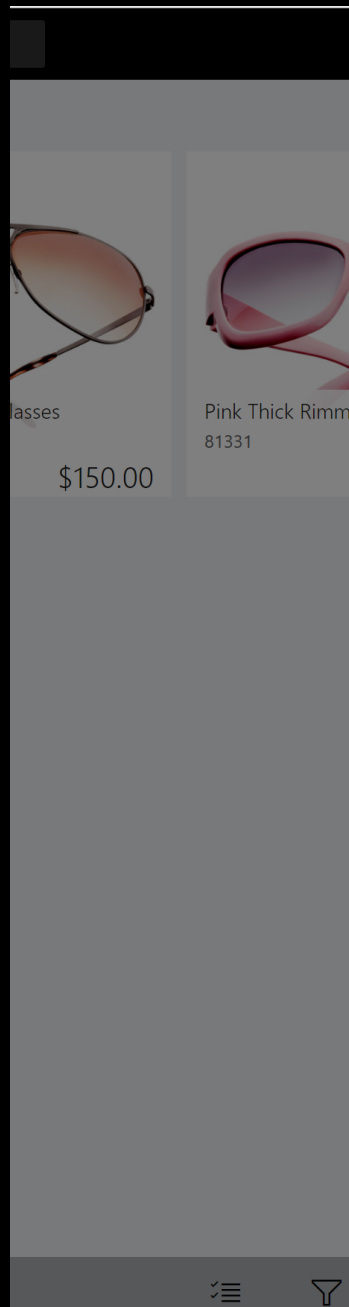
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Was this review helpful?  (0)  (0) | [Edit](#) | [Report](#)

Was this review helpful?  (2)  (0) | [Report](#)

# R & R in Omnichannel





## Filter products

+ Add filter    ✕ Clear all

Brand

Category

Price

Rating

Apply

Cancel

## Add filter

Choose rating

1 star and up

2 stars and up

3 stars and up

4 stars and up

Cancel

## Filter products

+ Add filter    ✕ Clear all

Rating

✕ 3 stars and up

Apply

Cancel

# Call center – item details

012526 : 0002

## Item details

General

23.99

BASIC ITEM INFORMATION

Item number

0002

Product rating

★★★★★ (380)

SCRIPTS

Scripts

Script category

PHYSICAL DIMENSIONS

Net weight

0.00

Gross depth

0.00

Gross width

0.00

Gross height

0.00

Density

Cost

23.99

PARENT ITEM INFORMATION

Line type

Regular

Item number

Product name

VENDOR INFORMATION

Account

Image

Purchase orders

# Demo

# R & R Moderation

# Moderation Features for C1s

- View Reviews & Ratings
- Search reviews by product name, or keywords in review text.
- Filter reviews by channel, ratings, duration, status.
- Respond to or take down a review.
- Handle end user's data requests.
- Bulk download reviews for trends and analysis.

# Moderation

[Home](#) > [Reviews](#) > [Moderation](#)

Search reviews by product ID

 Sites

 Reviews

## Moderation

## Reporting

Delete

## Moderation

Last 3 Months ▾

Rating: 5 Channel: All 

Taken down : All 

Responded : All 

Concerns: All 

Clear All

| Product                                                 | Review                                                                                                                                                                                                                                                                                                             | Rating     | Reviewer Name                                   | Date ↓    | Concerns |
|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------------|-----------|----------|
| <b>Khaki Men's Oversized Trench Coat</b><br>68719490628 | <b>yes yes yes</b><br>Finally found a TC with authentic raglan sleeves! Most designs these days go with the cheaper straight sleeves. Kudos to the designers for taking a risk and bringing back a design from the 40s<br><br><b>0</b> found this helpful                                                          | 5 out of 5 | <b>Vickie</b><br>vickie.test@fabrikam.com       | 9/23/2019 | 0        |
| <b>Khaki Men's Oversized Trench Coat</b><br>68719490628 | <b>extreme blocking</b><br>I have a sun sensitivity issue, so this coat is great in covering every inch! it's like wearing spf 1000 sunscreen! I get funny looks at the beach, but having clear skin is totally worth it.<br><br><b>0</b> found this helpful                                                       | 5 out of 5 | <b>Millicent</b><br>millicent.test@fabrikam.com | 9/23/2019 | 0        |
| <b>Knit Striped Turtleneck Sweater</b><br>68719494720   | <b>fitting, flattering, and warm</b><br>Fits perfectly. great for layering. i wore this on a super windy and cold day and this as my bottom layer kept me toasty even outside<br><br><b>0</b> found this helpful                                                                                                   | 5 out of 5 | <b>Gillian</b><br>gillian.test@fabrikam.com     | 9/23/2019 | 0        |
| <b>Eighties Leather Jacket</b><br>68719492901           | <b>total bargain</b><br>This store always has the best prices on this brand. I think they must have a special arrangement, because it's always 25 percent less than the other big retailers.<br><br><b>0</b> found this helpful                                                                                    | 5 out of 5 | <b>Cora</b><br>cora.test@fabrikam.com           | 9/23/2019 | 0        |
| <b>Ruched Chiffon Shirt Dress</b><br>68719494451        | <b>Love it</b><br>I was extremely satisfied with this dress. I wore it to a formal event for work and received so many compliments. I did have to have it altered slightly, taken up and in a little. But formal wear has to be altered for a perfect fit. I am fine with that.<br><br><b>0</b> found this helpful | 5 out of 5 | <b>Nonie</b><br>nonie.test@fabrikam.com         | 9/23/2019 | 0        |
| <b>Heavy Wool Navy Blazer</b><br>68719497428            | <b>spacious</b><br>wow, the pockets are very spacious. My job requires me to carry two cell phones so I appreciate the extra room.<br><br><b>0</b> found this helpful                                                                                                                                              | 5 out of 5 | <b>Lexy</b><br>lexy.test@fabrikam.com           | 9/23/2019 | 0        |
| <b>Houndstooth Fitted A-line Dress</b><br>68719497428   | <b>Awesome Gown</b><br>The gown fits perfectly! The corset back eliminated the need for alterations. This dress got many compliments and was outdoorsy.                                                                                                                                                            | 5 out of 5 | <b>Mackenzie</b><br>mackenzie.test@fabrikam.com | 9/23/2019 | 0        |

fitting, flattering, and warm

5 out of 5

Date: 7/14/2019, 2:12 PM

By: Melvin

Fits perfectly. great for layering. i wore this on a super windy and cold day and this as my bottom layer kept me toasty even outside

## Takedown Review

Select a take down Reason

## Take down

## Respond to Review

Add a response

# Single Review

## Action – Response

fitting, flattering, and warm

5 out of 5

Date: 7/14/2019, 2:12 PM

By: Melvin

Fits perfectly. great for layering. i wore this on a super windy and cold day and this as my bottom layer kept me toasty even outside

**Takedown Review**

Select a take down Reason 

Take down

**Respond to Review**

Hi Melvin, we are glad to know that you're happy with this product.

Respond As

Fabrikam Customer Manager

Post response Cancel

# Single Review

Action – Take down

Unreliable

1 out of 5

Date: 7/14/2019, 12:32 PM

By: Griselda

Great when I first got it, but it didn't last long :-(

## Takedown Review

Wrong Product



Take down

## Respond to Review

Add a response

# Multiple Reviews

Actions – Respond & Take down

2 Reviews selected

ⓘ

Warning: any action would overwrite all the selected Reviews!

Takedown Review

Select a take down Reason

▼

Take down

Respond to Review

Add a response

# Delete Reviews

[Home](#) > [Reviews](#) > [Delete](#)

Search reviews by product ID

 Sites

Reviews

## Moderation

## Reporting

Delete

## Delete

 walton.test@fabrikam.com

Search

Number of users associated with the provided email address: 1

| Email Address            | Name   | Action                  |
|--------------------------|--------|-------------------------|
| walton.test@fabrikam.com | Walton | <button>Delete</button> |

Note: all the reviews submitted by the user along with votes on helpfulness and reported concerns will be deleted permanently. Please note that it may take up to 7 days to remove the data completely across our system entities.

# Export Reviews

Dynamics 365 Commerce (Preview)

MR

Home > Reviews > Reporting

Search reviews by product ID

Sites

Reviews

Moderation

Reporting

Delete

Reporting

Use the following link to download ratings and reviews across products.

[Download review data](#)

*Link generated at 10/2/2019, 2:09 PM*

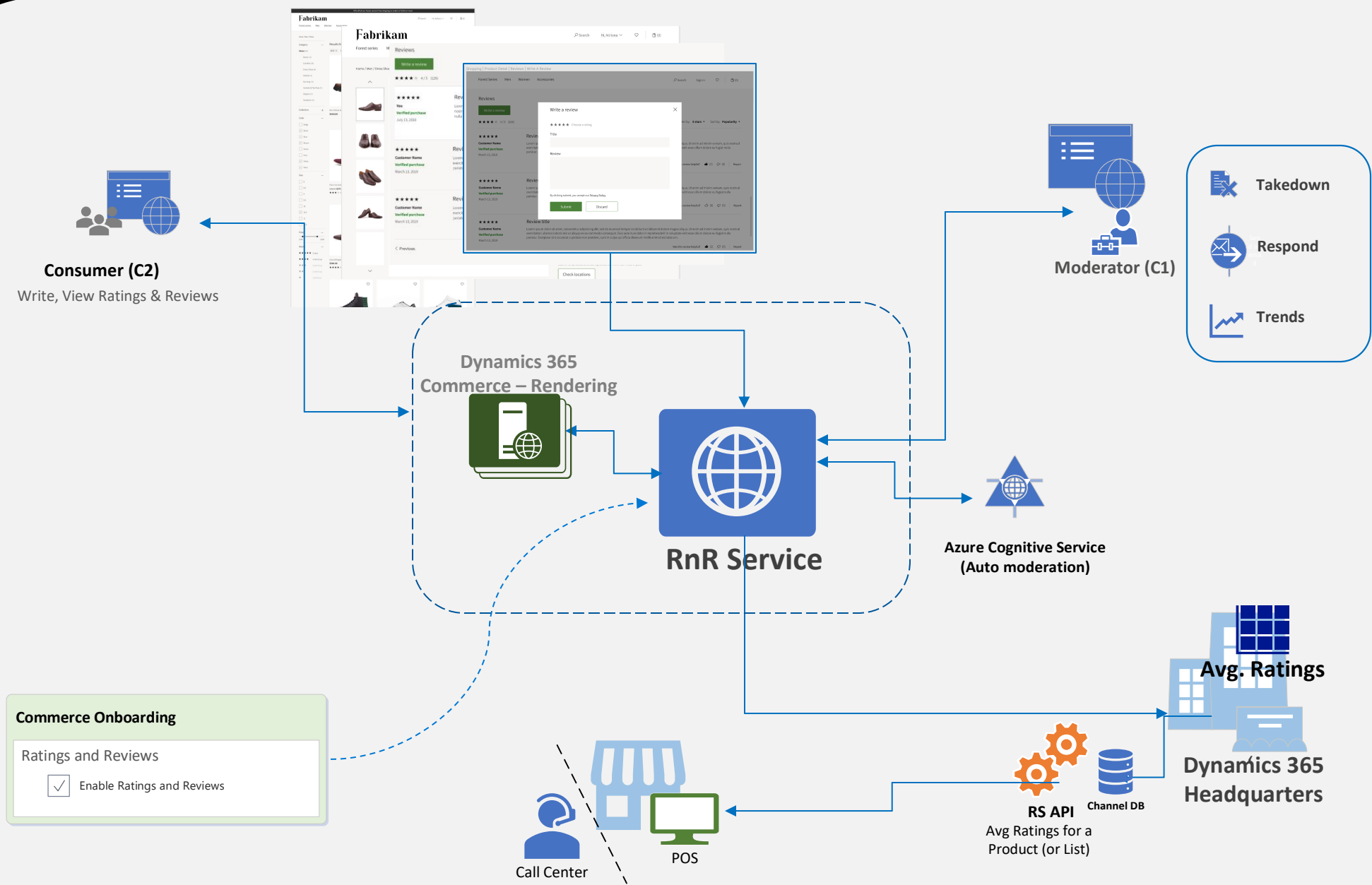
*Note: This download link will only be valid until 10/3/2019, 2:09 AM*

Download [PowerBI Template](#)

# Demo

# R & R Conceptual Architecture

# R & R – Conceptual Architecture



Q & A

# **ADDITIONAL INFORMATION**

# ADDITIONAL RESOURCES

## UPCOMING TALKS

[Dynamics 365 Commerce TechTalk Series](#)

// aka.ms / CommerceUpcomingTechTalkSeries

## PAST TALKS

[Dynamics 365 Commerce Overview](#)

// aka.ms / CommerceTechTalkOverview

[Dynamics 365 Commerce Architecture Overview](#)

// aka.ms / CommerceArchitectureOverviewTalk

[Dynamics 365 E-Commerce Architecture Deep Dive](#)

// aka.ms / CommerceECommerceArchitectureDeepDive

[Dynamics 365 Creating a new E-commerce Web Site](#)

// aka.ms / CommerceCreateECommerceWebSite

[Dynamics 365 Set up a B2C Tenant for E-Commerce Site](#)

// aka.ms / CommerceSetupB2CTenant

## ARTICLES

[Dynamics 365 Commerce architecture overview](#)

// aka.ms / CommerceArchitecture

[Setup an online channel](#)

// aka.ms / CommerceSetupOnlineChannel

[E-Commerce site overview](#)

// aka.ms / CommerceECommerceSiteOverview

[Online channel extensibility](#)

// aka.ms / CommerceOnlineChannelExtensibility

[Configure theme style presets](#)

// aka.ms / CommerceConfigureStylePresets

## CONTACT

[Commerce Yammer Group](#)  
[Commerce Forums](#)

// aka.ms / CommerceYammerGroup  
// aka.ms / CommerceForums