

PRODUCT REVIEWS

Allow customers to submit their product reviews, ratings, questions & answers on specific criteria

A product of PrestaHero

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I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions beyond this documentation's scope, please feel free to contact us.

II. INTRODUCTION

Customer reviews are an important point when it comes to convincing potential customers and enhancing your brand image. By collecting customer reviews and making great levels of trust, you will not only increase your conversion rate but also your sales!

Product Reviews helps you collect and display ratings and reviews about your products and PrestaShop store. By leveraging user-generated content, such social proof increases your conversion rate, organic traffic, and buyer engagement.

***Product Reviews** is compatible with PrestaShop 1.6.x, 1.7.x and 8.x

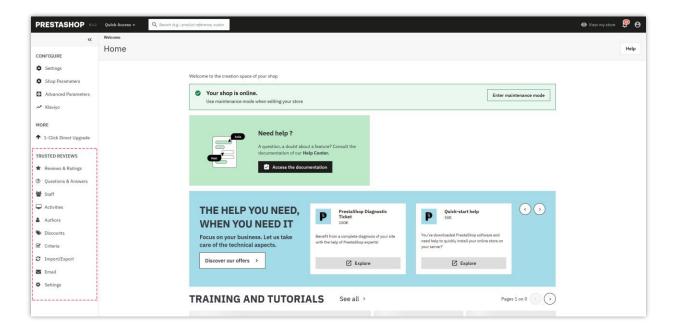
III. INSTALLATION

Product Reviews can be installed as other standard PrestaShop modules. Follow the steps below to install this module on your website:

1. In your website back office, navigate to "Modules > Modules Manager".

- 2. Click "Upload a module", select the module installation file (ets_reviews.zip) then upload the module.
- 3. On module listing page, click **"Install"** button of the module you just uploaded and install it.
- 4. You're done! Click "Configure" button to navigate to the module working area.

Quick access: You can also navigate to **Product Reviews**'s configuration page through the quick access menu.



IV. SETTINGS

After successfully installing our module, let's start configuring the product review system for your PrestaShop store.

Navigate to "Settings" page to find the global options to manage customer reviews.

I. General settings

To begin, navigate to the **Product Reviews** module on the quick access menu:

- Click **Settings** to open the settings page.
- Select the **General** tab.

Enable multiple languages for review: If your store supports multiple languages, enabling this option allows customers to leave reviews in their preferred language, enhancing user experience and engagement.

How to display reviews, comments, Q&A and replies: Display reviews, comments, Q&A, and replies from all languages or display reviews, comments, Q&A, and replies from the selected language. Choose the first option if you want all reviews visible to every user, regardless of their selected language. This is useful for stores with a diverse customer base.

Enable reCAPTCHA for: Select the relevant options to prevent spam and ensure that only genuine interactions occur on your site.

reCAPTCHA type: Use reCAPTCHA v2 if you prefer a challenge-response test, or reCAPTCHA v3 for a more seamless, user-friendly experience.

NOTE:

To use Google reCAPTCHA, you will need to enter the **Site key and Secret key** (for the Classic reCAPTCHA key) **or reCAPTCHA ID** (for the new reCAPTCHA project created in Google Cloud Console).

Google has announced that all recaptions Classic keys must be migrated to Google Cloud Console by the end of 2025. Previously, recaptions were managed separately on Google recaptions, where users could create keys for free without linking a credit card.

However, Google is now moving all reCAPTCHA services under **Google Cloud Console** for **centralized management**.

What You Need to Do

If you are using reCAPTCHA Classic keys:

To continue using your existing keys, you must migrate them to Google Cloud Console. Follow this guide: <u>How to Migrate reCAPTCHA Classic to Google Cloud</u>

If you need new reCAPTCHA keys:

You must create new keys, depending on where you want to manage them:

- Using the old Google reCAPTCHA Admin (until it is fully deprecated):

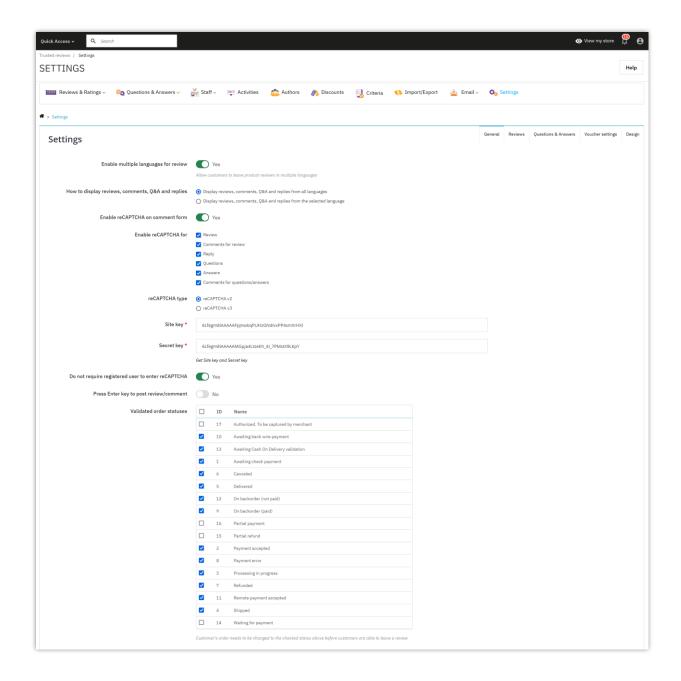
 Create reCAPTCHA Key in Google reCAPTCHA Admin
- Using Google Cloud Console (recommended for future compatibility):

 How to Create reCAPTCHA Keys in Google Cloud

Once you have your new keys, update them in the **Product Reviews** module settings in your PrestaShop back office.

Do not require registered users to enter reCAPTCHA: Enable this option to provide a smoother experience for registered users, reducing friction and encouraging more interactions.

Validated order statuses: Select the statuses that a customer's order must reach before they can leave a review. For example, choose "Delivered" to ensure only verified purchases can be reviewed.



Recorded activities: Enable these options to track and record different types of customer interactions on your site. This helps in analyzing customer engagement and activity patterns. For instance, tracking how many questions are asked and answered can help you understand customer concerns better.

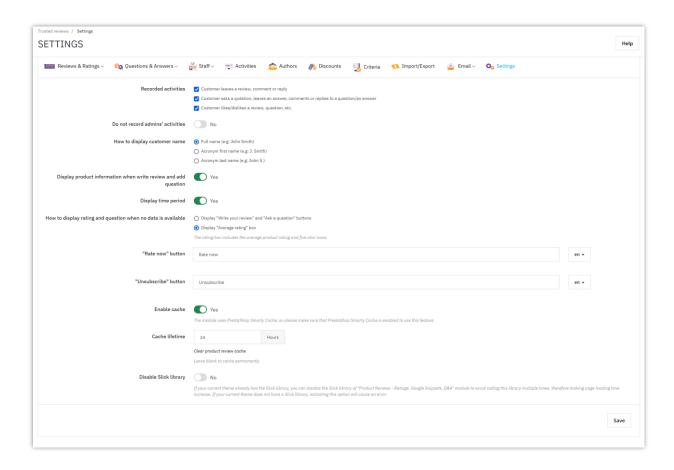
Display customer name: Choose how you want the customer's name to be displayed

How to display ratings and questions when no data is available: select what you want to display.

Enable cache: Enable this option to improve page loading times by caching review data.

Cache lifetime: Specify how long to cache product review data. Leave blank for permanent caching.

Disable Slick library: Enable this option if your theme already includes the Slick library to avoid conflicts and improve loading times.



Click "Save" to apply your configuration.

2. Reviews

The 'Product Reviews' module offers a wide range of customizable settings to help you manage reviews effectively. This guide will walk you through each option available under Settings > Reviews page, providing clear explanations and specific examples for more complex settings.

Accessing the review settings

To begin, navigate to the **Product Reviews** module on the quick access menu:

- 1. Click "Settings" to open the setting page
- 2. Select the "Reviews" tab.

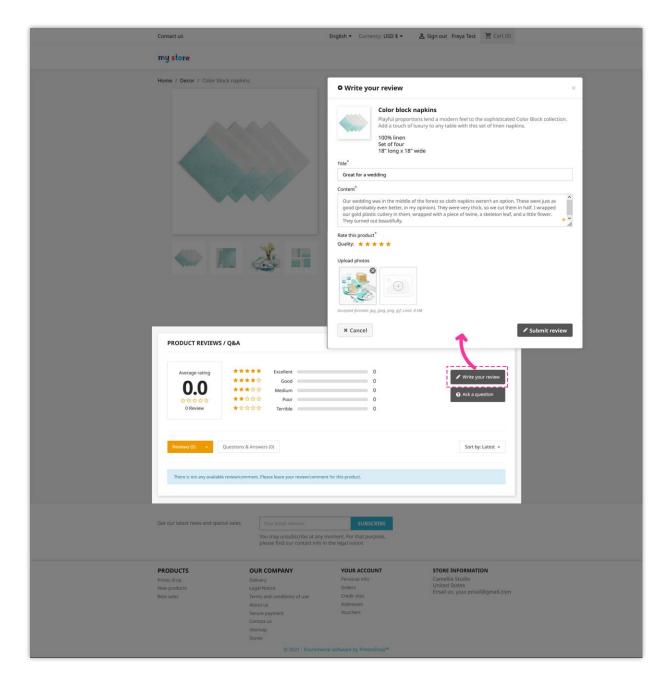
Detailed configuration options

Option group	Option	Description
Permission options	Who can write reviews for products?	Specify which user groups can write reviews. Example : Selecting "Customers who already purchased the product" ensures only verified buyers can leave reviews, enhancing credibility.
	Who can rate products?	Similar to the previous setting, choose who can rate products.
Review	All reviews must be validated by an employee	Decide if reviews need approval before being published
options	Auto-approve review if	Automatically approve reviews from

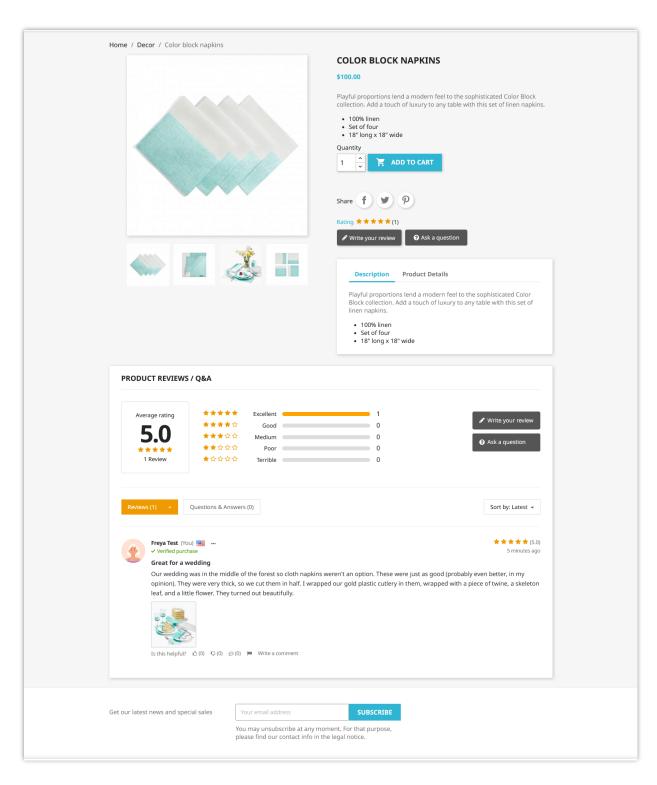
	customer has purchased	verified buyers
	product	
	Decline product review,	Enable this setting to decline
Review	comment, reply	inappropriate content
management Maximum number of reviews per user	Set a limit on the number of reviews a user can submit. Leave blank for no limit.	
		Define the minimum interval between reviews from the same user in seconds.
	Minimum time between 2	Leave blank for no limit.
Frequency and	reviews from the same user	Example : Setting this to 86400 (24
length		hours) prevents spam by limiting users
		to one review per day.
	Maximum/Minimum content length of review, comment, or reply	Limit the content length in characters.
Comments and replies	Who can comment (or reply) on a review?	Define who can comment or reply. Options include: • Any registered user • Admin and author of the review • Admin only
	Always show comment/reply box	Display the comment box or reply box by default
Media and	Allow users to upload photos/videos in their	Enable photo/video uploads

labels	review	
	Maximum number of uploaded photos/videos	Set the limit for photo/video uploads. Must be greater than 0.
	Verified purchase label	Display a label for verified purchases. Leave blank to not display.
	Display average rating and the latest reviews on the homepage	Show average ratings and the latest reviews on the homepage
Additional settings	"Average review" block position	Choose where to display the average review block: • Under the "Add to cart" button • Under the product price • Under "Share" buttons (default) • In the "Customer reassurance" block • Custom hook

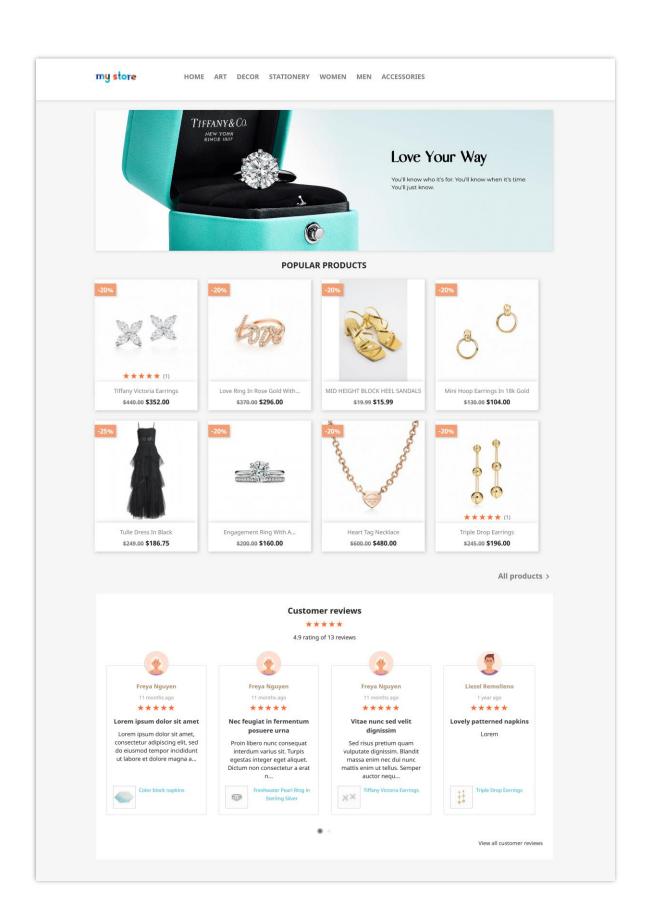
For example, here is a product review section on the product detail page:



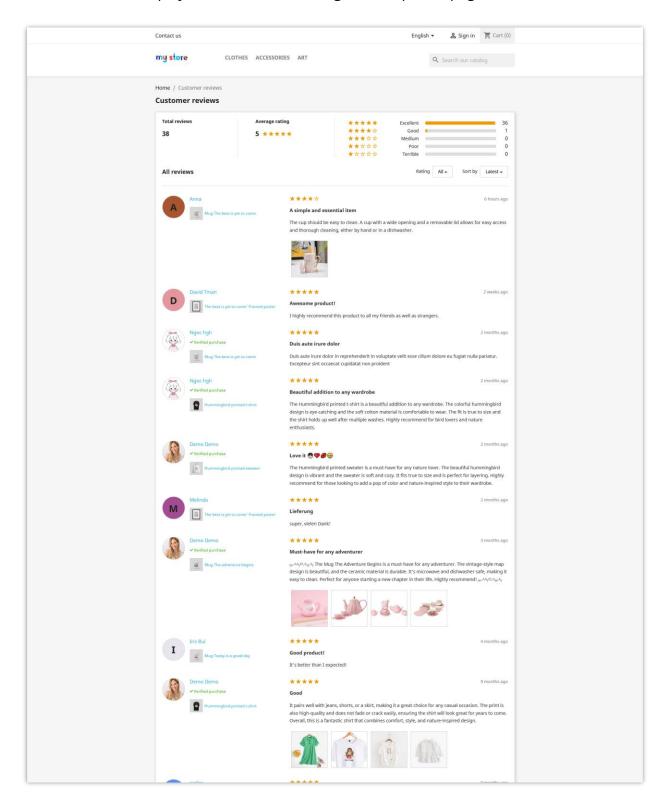
Customers can edit or delete their published review. Customers can also like/dislike, leave a comment or report a review as abused.



Here is a product review section on the home page:



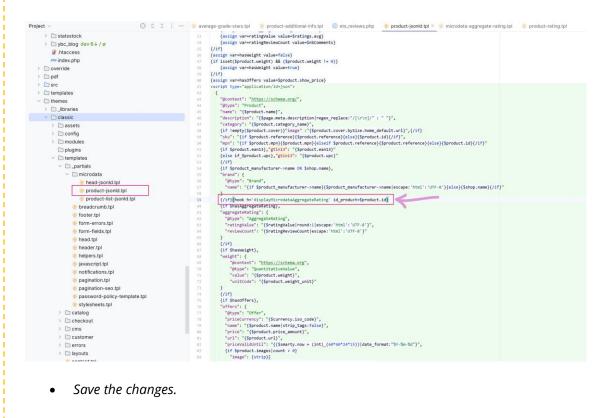
The module also displays all reviews and ratings on a separate page:



Note:

At present, our module automatically supports displaying product reviews on Google Snippet and is compatible with Google's latest algorithm. This functionality works well with the majority of PrestaShop themes. However, for a few custom themes, the automatic display of product reviews on Google Snippet may not function, requiring you to manually add a 'hook'. Please *follow the instructions below:*

- Open the file: /themes/your_current_theme/templates/_partials/microdata/productisonld.tpl
- Add {hook h='displayMicrodataAggregateRating' id_product=\$product.id} to line 59. You can refer to the screenshot below.



Save the changes.

If you need further assistance, please contact our customer support department.

3. Questions and Answers

The 'Questions & Answers' feature in the 'Product Reviews' module allows customers to ask questions and receive answers, fostering a community of shared knowledge around your products. This guide will walk you through each configuration option under Settings > Question & Answer page, providing clear explanations and specific examples for more complex settings.

Accessing the Questions & Answers Settings

To begin, navigate to the **Product Reviews** module on the quick access menu:

- 1. Click "Settings" to open the setting page
- 2. Select the "Questions & Answers" tab.

Detailed configuration options

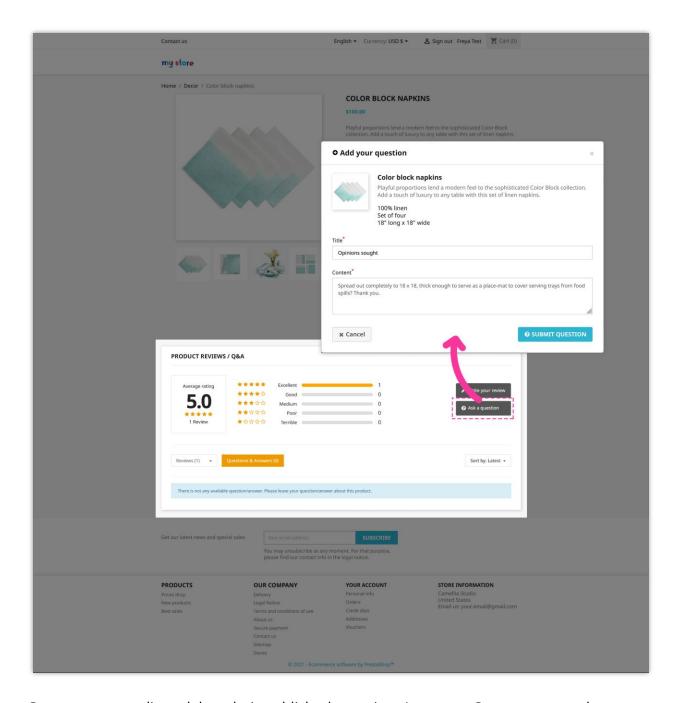
Option group	Option	Description
General settings	Enable questions & answers	Choose whether to allow the questions & answers feature on your store.
J	Allow guests to add a question	Permit guests (non- registered users) to ask questions.
Validation and permissions	All questions must be validated by an employee	Decide if questions need approval before being published
	Who can answer (or	Define who can respond to

	comment) to a question?	 Any registered user Admin and author of the question Admin only Example: Selecting "Admin and author of the question" ensures that only the original poster and administrators can provide answers, maintaining control over the responses.
Display settings	Always show answer box	Display the answer box by default Display the comment box by
	Always show comment box	default
	Enable like/dislike	Allow customers to vote on questions and answers
Interaction and	Allow customers to delete questions	Permit users to delete their questions
moderation	Allow customers to delete questions, comments, or replies when their status is approved	Permit users to delete content after it has been approved
	Allow customers to edit	Permit users to edit their

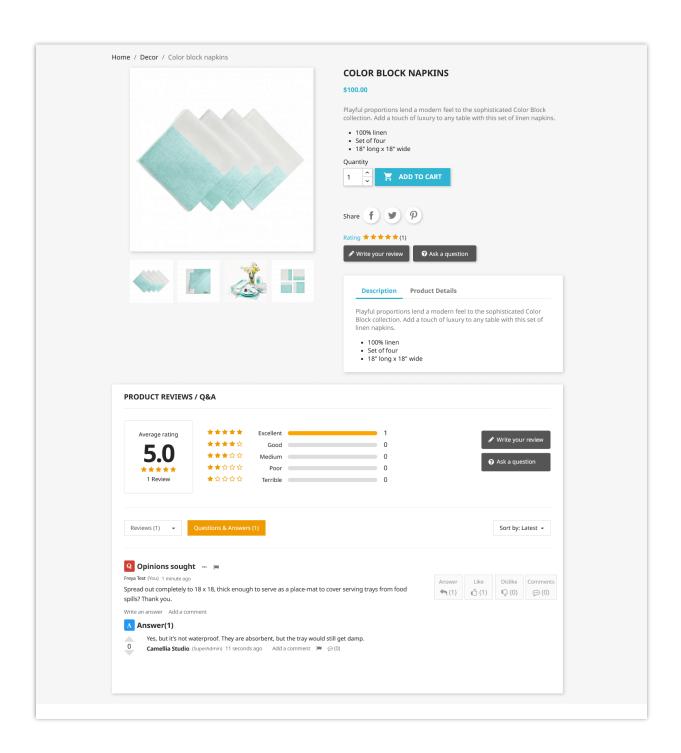
	questions	questions
	Allow customers to edit questions, answers, or comments when the status is approved	Permit users to edit content after it has been approved
	Auto-approve comment/answer	Automatically approve comments and answers
	Minimum time between 2 questions from the same user	Configure a minimum time interval between two questions left by the same user. Leave blank for no limit.
Frequency and length	Minimum content length of question, comment, or answer	Set a minimum length for content in characters.
	Maximum content length of question, comment, or answer	Limit the content length in characters. Leave blank for the default limit (65535 characters).
Display limits	Number of initial questions	The number of questions displayed initially. If the actual number of questions is larger, a "View more" link/button will appear.
	Number of questions per "View more"	Number of questions loaded each time "View more" is

		clicked.
	Number of initial answers	The number of answers displayed initially.
	Number of answers per "View more"	Number of answers loaded each time "View more" is clicked.
	Number of initial replies	The number of replies displayed initially.
	Number of replies per "View more"	Number of replies loaded each time "View more" is clicked.
	Display the publish time of the question	Show the publish time of questions
Additional settings	By default, sort questions by	Choose the default sorting method (Latest/Oldest/Helpful).

For example, here is a Q&A section on the product detail page:



Customers can edit or delete their published questions/answers. Customers can also like/dislike, answer a question, leave a comment or report a question/answer as abused.



4. Voucher settings

The "**Voucher**" tab in the **Product Reviews** module allows you to offer incentives to customers who leave reviews. This guide will walk you through each option available in the Voucher tab and provide specific examples to help you configure the settings effectively.

Accessing the voucher settings

- 1. Navigate to the **Product Reviews** module on the quick access menu.
- 2. Click **Settings** to open the settings page.
- 3. Select the **Voucher** tab.

Detailed configuration options

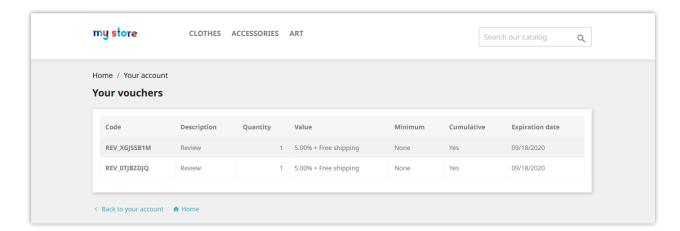
Option group	Option	Description
General settings	Offer a voucher code to new review	Increase the number of reviews by giving a voucher to customers after they submit a new review
	Only give voucher for rating of 5 stars	Provide vouchers only for reviews with a 5-star rating
	Only give voucher for the first review of each customer on each product	Restrict vouchers to the first review a customer leaves on each product
Discount settings	Discount options	 Choose the type of discount to offer. Fixed discount code Generate discount code automatically

Discount prefix	Add a prefix to the generated discount code, this will help you easily distinguish it from other
Free shipping	Offer free shipping as part of the discount
Apply a discount	Specify the type of discount.Percentage (%)AmountNone
Discount name	Name the discount (enter in multiple languages)
Discount percentage/amount	Enter the discount percentage/amount (does not apply to shipping costs).
Discount availability	Specify the availability period for the discount.
Minimum amount	Set the minimum order amount required to use the voucher.
Currency	Select the currency.
Tax	Choose whether the amount includes or excludes tax.
Shipping	Specify whether shipping is

		included or excluded from the amount.
Additional settings	Exclude discounted products	Exclude products that are already discounted
	Highlight	Highlight the voucher in the customer's account
	Can use with other vouchers	Allow the voucher to be
	in the same shopping cart?	combined with other
		vouchers
	"Thank you" popup message	Customize the message
		displayed in a popup after a
		customer writes a review
		and it's approved.

After configuring all the options, make sure to click **Save** to apply your settings.

Customers can check the voucher codes they have earned from "My account > My voucher" area:



5. Design options

Customizing the design of your **Product Reviews** module allows you to align it with your store's branding and enhance the visual appeal of your reviews section. This guide will walk you through each configuration option under **Settings > Design**, providing clear explanations and specific examples for more complex settings.

Accessing the design settings

- Navigate to the **Product Reviews** module on the quick access menu.
- Click **Settings** to open the settings page.
- Select the **Design** tab.

Color Customization

- **Color 1**: Change the color for the following elements:
 - Rating stars
 - Filter button background when activated
 - o Post review/comment/reply/answer button background

Example: If your store's primary color is blue, set Color 1 to a shade of blue to maintain consistency in the review section.

- **Color 2**: Change the color for the following elements:
 - o "Write your review" button background
 - "Ask a question" button background
 - Active tab background in "My account/My reviews"

Example: Use a contrasting color for these buttons to make them stand out and encourage user interaction.

• Color 3: Change the color for: Background and button border on hover

Example: Set a lighter shade of your primary color for hover effects to provide subtle visual feedback when users interact with buttons.

• **Color 4**: Change the color for: "Verified purchase" text

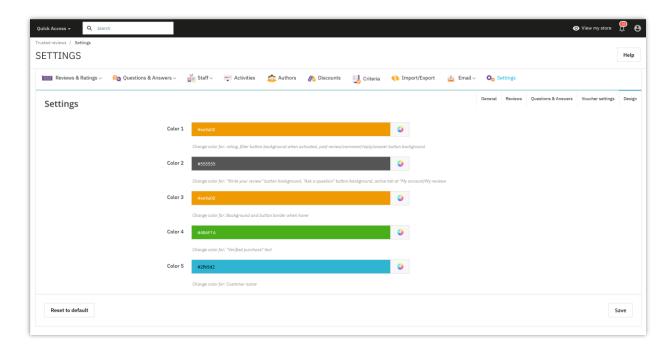
Example: Use a color that indicates trust, such as green, for the "Verified purchase" text to highlight the credibility of reviews.

• **Color 5**: Change the color for: Customer name

Example: Set this to a neutral color, like black or dark grey, to ensure readability and consistency across the reviews section.

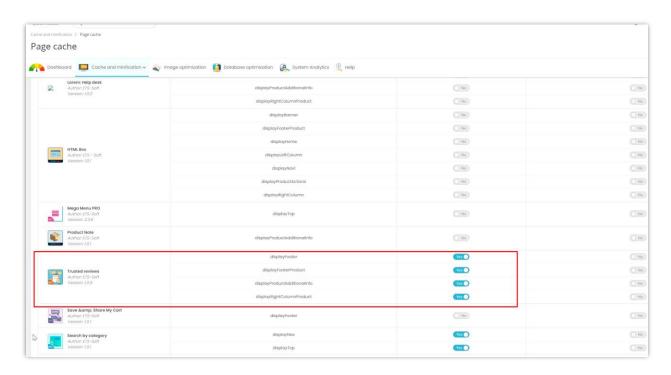
After customizing the colors to match your store's design:

- 1. Review the color settings to ensure they align with your branding.
- 2. Click the **Save** button at the bottom of the Design settings page to apply your changes.



6. Compatibility

The "Product Reviews" module is compatible with "Super Speed" module developed by PrestaHero. If your website is running "Super Speed" module, please navigate to "Cache and minification" > "Page cache" > "Exceptions" tab and turn on the hooks for "Product Reviews" module.

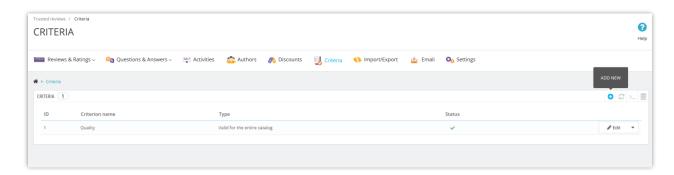


V. REVIEW CRITERIA

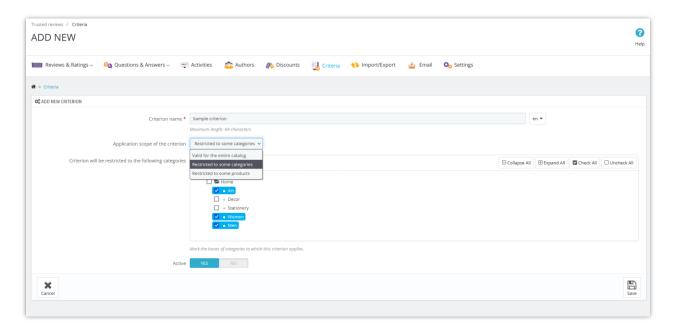
This feature helps the store admin create the criteria for customer review. You can create an unlimited number of review criteria to encourage honest reviews from customers.

Add new criterion

Step 1: Click on "Add new" icon.



Step 2: Enter criterion name, select application scope and activate the criterion.



Click "Save" to finish.

You can edit or delete an existing criterion easily from "Criteria" listing page.

VI. REVIEW LIST

I. Reviews and ratings

Managing product reviews efficiently ensures a positive customer experience and maintains the integrity of your store. The **Product Reviews** module offers a comprehensive review management system that allows admins to add, edit, delete, and reply to reviews.

To access and manage the list of reviews and ratings:

- 1. Open the module configuration page.
- 2. Click the "Reviews & Ratings" tab to open the dropdown menu.
- 3. Select "Reviews & Ratings".

Here, you'll see a list of all customer reviews with complete details, including ID, Title, Review content, Number of comments and replies, Rating, Author, Product, Display languages, Status, Time of publication, Action.

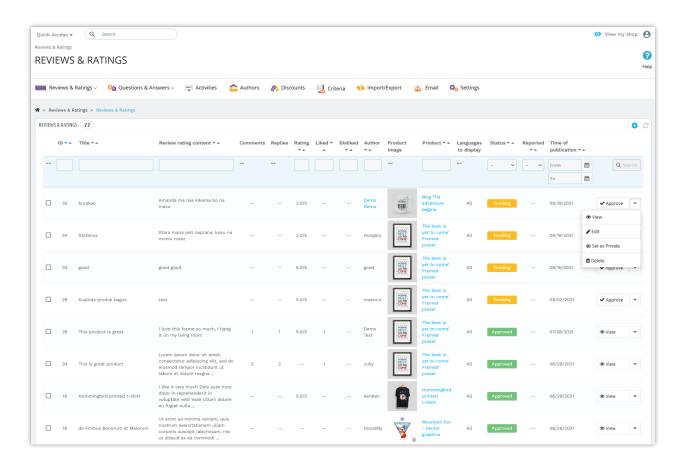
You can filter and search reviews based on these details. Admins have the authority to approve, view, edit, set to private, or delete any review.

To reply to a customer review:

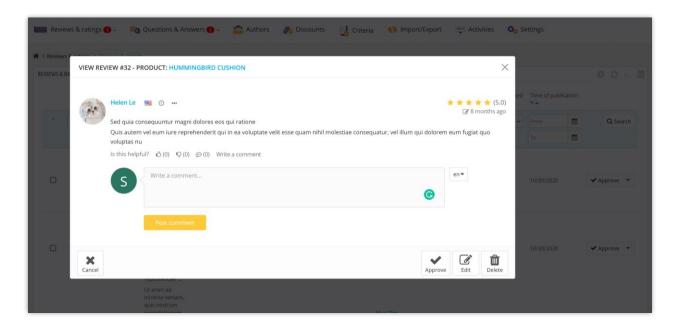
- Click the "View" button of the review.
- In the popup, click like or dislike to the review.
- Enter your comment in the box (you can comment in multiple languages).
- Click the "Post comment" button.

Bulk Actions

The module also offers bulk action features on the "**Reviews & Ratings**" page. Admins can select multiple reviews to approve or delete, which is highly convenient and time-saving for managing a large number of customer reviews.



View detail of a review:



2. Comment list

The comments management feature allows you to handle customer comments on product reviews. This ensures that every comment is addressed, enhancing customer engagement and satisfaction.

To access and manage comments:

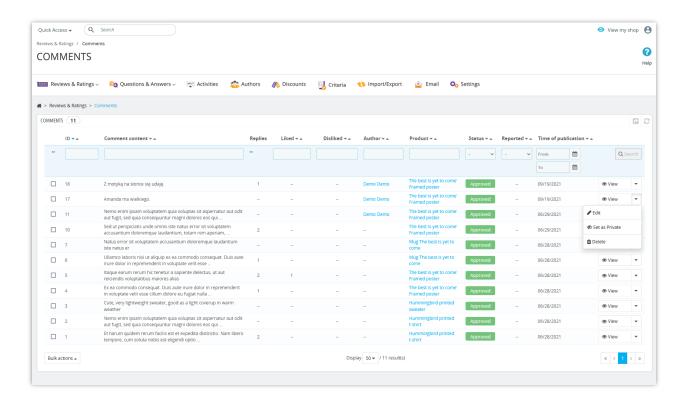
- 1. Open the module configuration page.
- 2. Click the "Reviews & Ratings" tab to open the dropdown menu.
- Select "Comments".

The comments list displays all customer comments with details such as ID, comment content, number of replies, number of likes and dislikes, author, product, status, time of publication, and available actions.

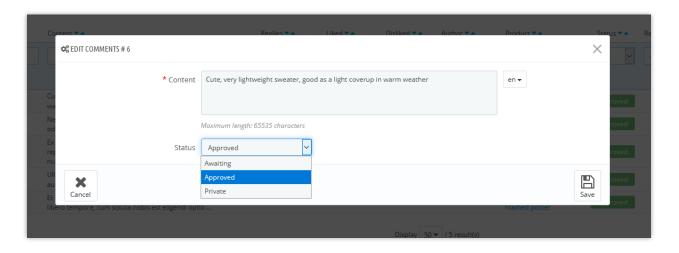
You can filter and search comments based on these details. Admins can approve, view, edit, set to private, or delete any comment.

To reply to a customer comment:

- Click the "**View**" button of the comment.
- In the popup, click like or dislike to the comment.
- Enter your reply in the box (you can reply in multiple languages).
- Click the "Reply comment" button.



Store admin can edit a comment, set comment as private or delete a comment.



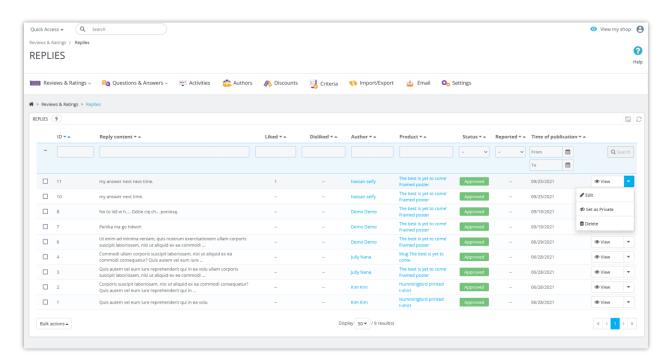
3. Reply list

The reply management feature ensures that every response to comments is handled efficiently. This keeps the conversation with customers going and provides valuable feedback.

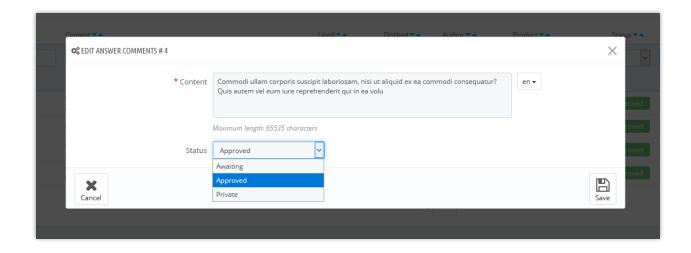
To access and manage replies:

- 1. Open the module configuration page.
- 2. Click the "Reviews & Ratings" tab to open the dropdown menu.
- 3. Select "Replies".

Similar to the "Reviews & Ratings" and "Comments" pages, the "Replies" page provides complete information, including the replies list includes all replies with details such as ID, reply content, number of likes and dislikes, author, product, status, and time of publication.



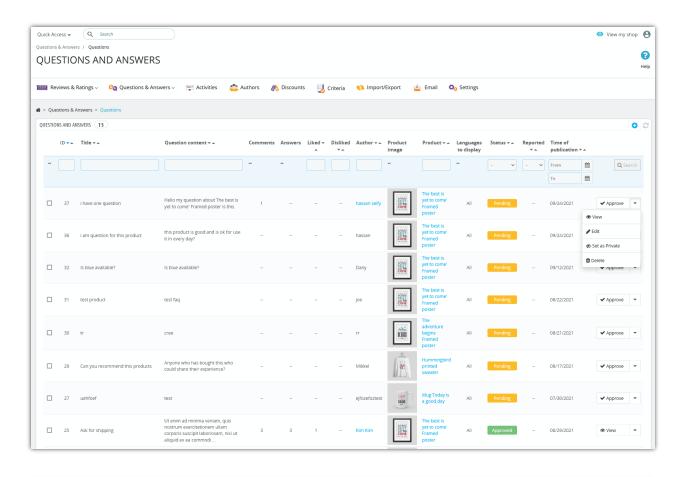
Admins can approve, view, edit, set to private, or delete any reply.

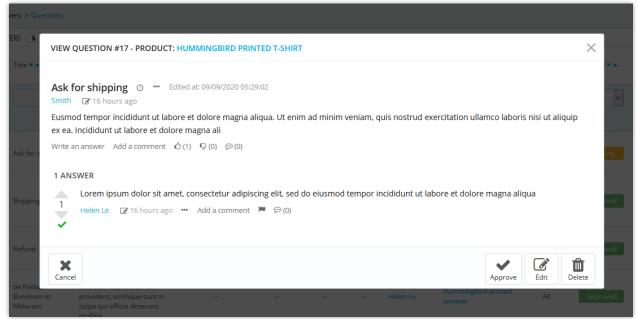


VII. QUESTION & ANSWER LIST

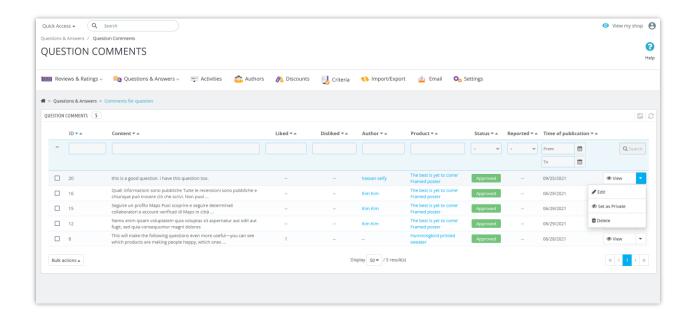
I. Questions and comments for question

Product Reviews provides a list of all customer questions related to your products on "Questions and Answers" page. Store admin can view/edit/approve or delete a customer question from this page.



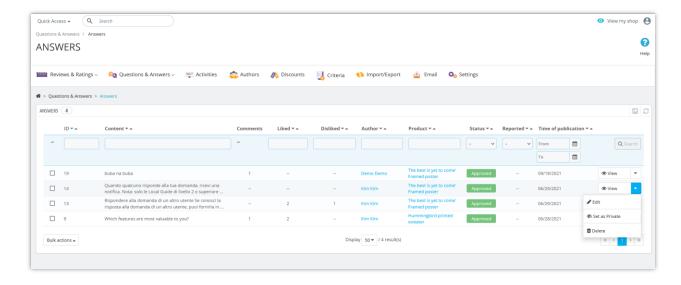


When store admin or a customer leaves a comment for product question, all the question comments will be displayed on "Comments for question" page.

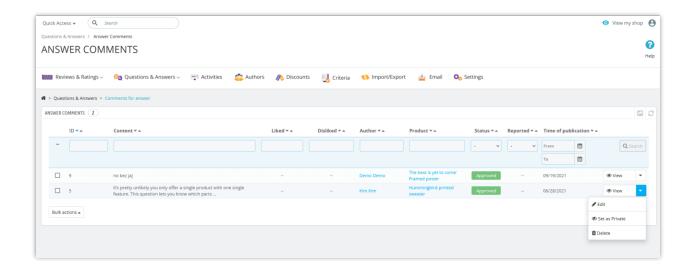


2. Answers and comments for answer

Product Reviews provides a list of all answers related to product questions on "**Answers**" page. Store admin can view/edit/approve or delete an answer from this page.



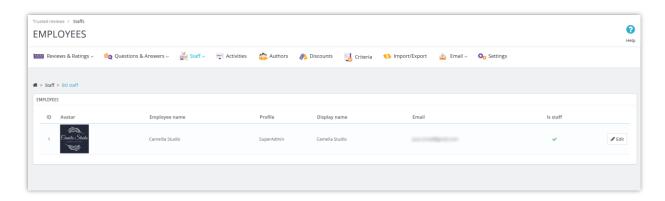
When store admin or a customer leaves a comment for an answer, all the answer comments will be displayed on "Comments for answer" page.

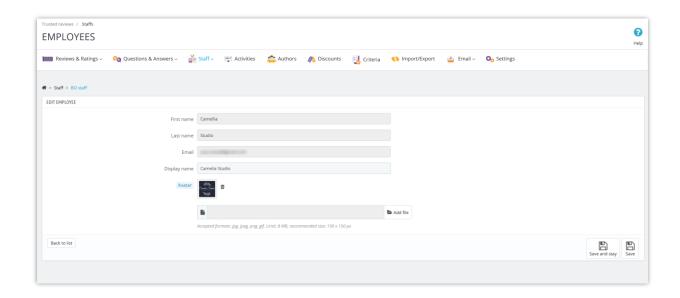


VIII. STAFF

I. BO staff

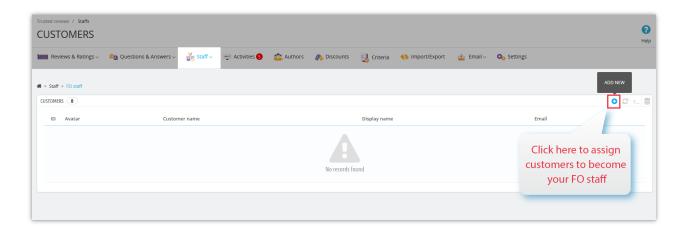
Store's employee list will be listed here. You can quickly edit/update their information from this tab.

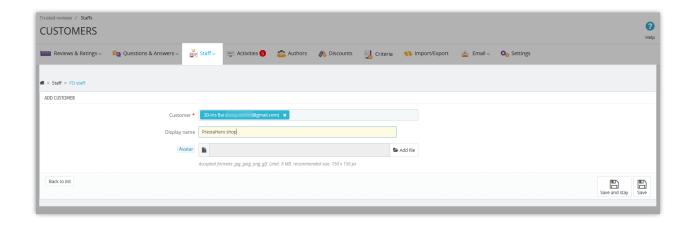




2. FO staff

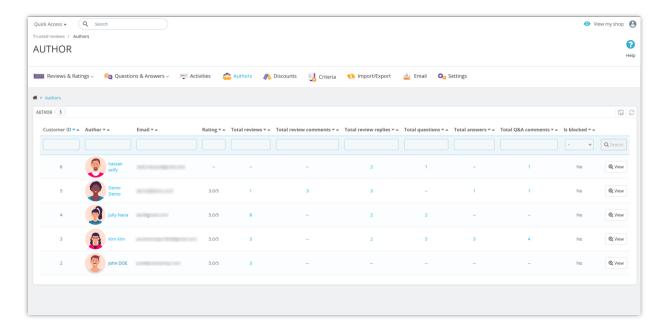
In addition, the module also has a great feature: you can assign specific customers to become your staff and allow them to manage product reviews and FAQs. Then they will have the right to approve/set to private/edit/delete pending comments from other customers.





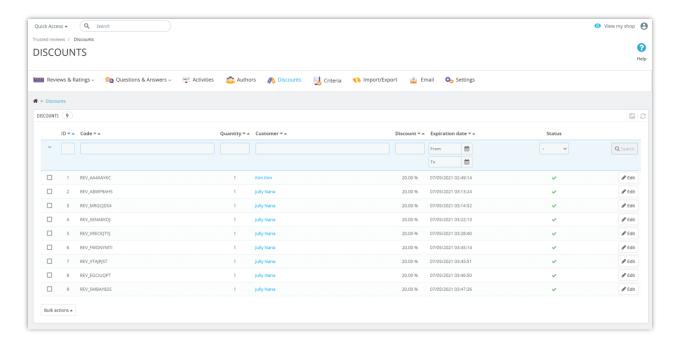
IX. AUTHORS LIST

Store admin can view the list of customers who leave the product reviews and questions/answers on the store here:

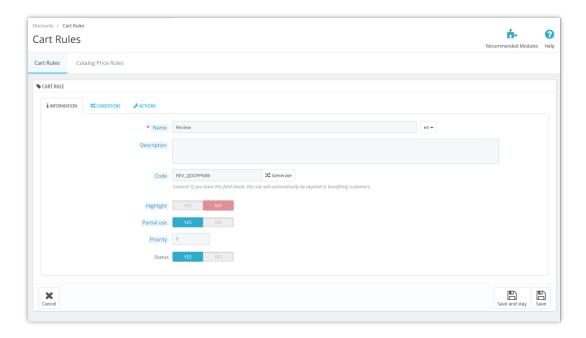


X. DISCOUNT CODE

Store admin can view the voucher code (discount code) list generated for customers when they submit a review successfully:



Store admin can also edit a specific voucher code:



XI. IMPORT / EXPORT

I. Import product reviews

The **Product Reviews** module not only allows you to collect and manage reviews and Q&A on your site, but it also provides robust export/import features. These features enable you to backup, transfer, and restore data efficiently, making data management seamless and convenient.

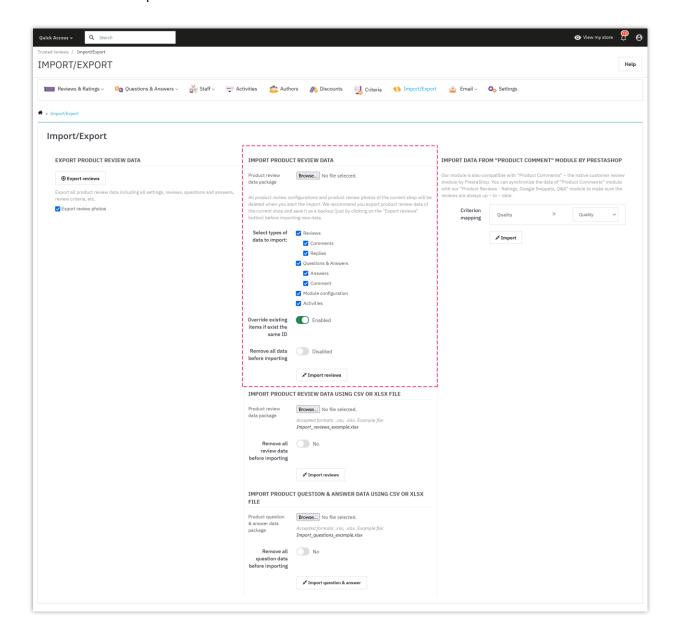
a. Importing data via .zip file

Importing data via a .zip file is a straightforward process that ensures all your review data is accurately transferred without any loss. This method is particularly useful when you have previously exported your data from the **Product Reviews** module and need to re-import it, whether for backup restoration or migration purposes.

Steps to import:

- Open the module configuration page.
- Click the "Import/Export" tab.
- At the top of the middle column, find the "**Import product review data**" section.
- In the "Product review data package" field, click the "Browse" button.
- Select the product review data file exported from the module.
- Select types of data to import: Choose which data types (e.g., reviews, Q&A, module configuration, activities...) you want to import.
- Override existing items if they have the same ID (Enabled/Disabled): Enable
 this option to replace existing items with the same ID, or disable it to keep existing
 items.

- Remove all data before importing (Enabled/Disabled): Enable this option to delete all current data before importing the new data.
- Click the "Import reviews" button.
- Done! You can now check the Reviews & Ratings, Questions & Answers sections to see the imported data.

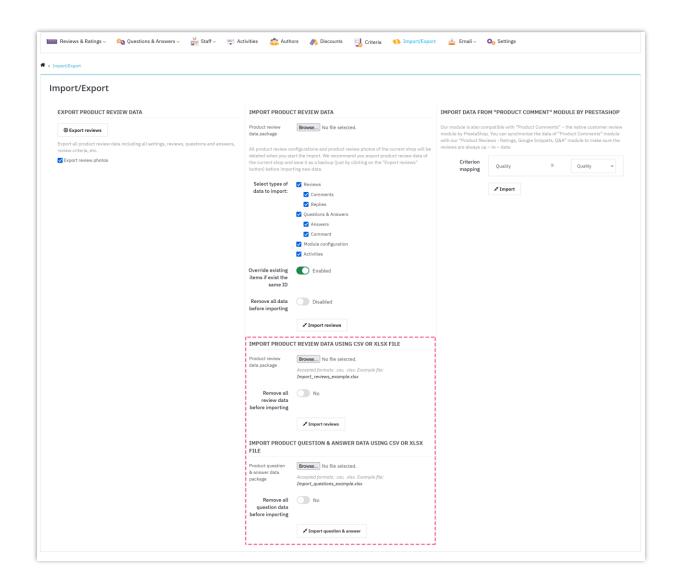


b. Importing data via CSV/XLSX file

The **Product Reviews** module offers the flexibility to import review data from CSV or XLSX files, allowing you to integrate reviews from various sources easily. This feature is particularly useful if you have review data stored in spreadsheets or if you are migrating reviews from another platform. By using CSV/XLSX import, you can systematically organize and prepare your data before importing, ensuring a smooth and error-free integration process.

Steps to import:

- On the Import/Export page, in the middle column, scroll down to find the "Import product review data using csv or xlsx file" section, located just below the "Import product review data" section.
- Click "Import_questions_example.xlsx" to download and view the sample file.
- In the "**Product review data package**" field, click "**Browse**" to select the data file you want to import (Accepted formats: .csv, .xlsx. Ensure your file structure matches the sample file for successful import).
- **Remove all review data before importing:** Enable this option to delete all current review data before importing the new data.
- Click the "Import reviews" button.
- Done! You can now check the data in the Reviews & Ratings, Questions & Answers sections.

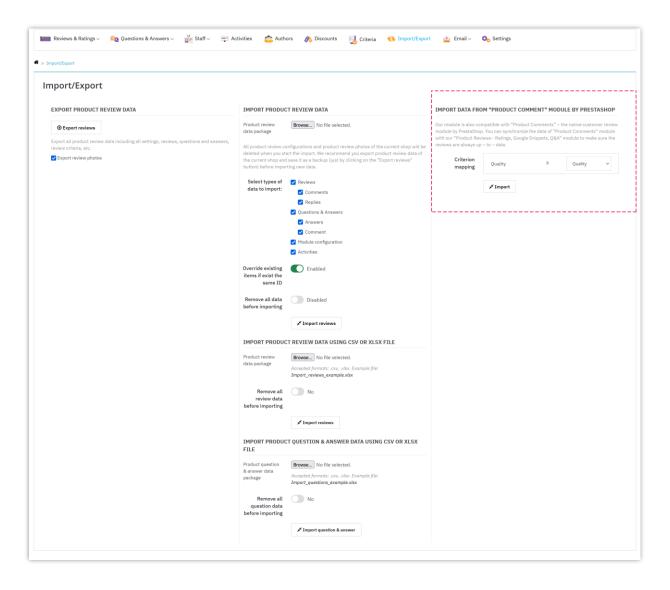


c. Importing data from PrestaShop's "Product Comments" module

If you're using PrestaShop's native "**Product Comments**" module, the **Product Reviews** module allows seamless data synchronization to keep your reviews up-to-date. This compatibility ensures that you can consolidate all your customer feedback into one unified system, enhancing your review management process. By mapping criteria from the "**Product Comments**" module to the "**Product Reviews**" module, you can maintain the integrity of your data and ensure a smooth transition.

Steps to import:

- In the "Criterion mapping" section, you'll see all the criteria from the Product
 Comments module. Select the appropriate target criteria from the Product
 Reviews module.
- Click the "Import" button.
- Done! All reviews rated based on the **Product Comments** criteria will be imported into the **Product Reviews** module and displayed on your website.

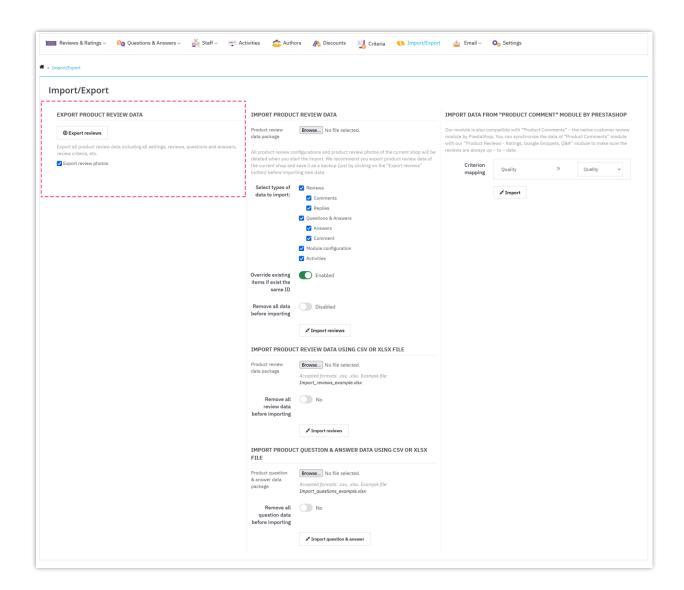


2. Export product reviews

Exporting product reviews and Q&A is a vital feature of the **Product Reviews** module, enabling you to back up your data or transfer it to a new site efficiently. This functionality ensures that your valuable customer feedback is preserved and can be easily migrated whenever needed.

Follow these steps to export your data:

- Go to the **Product Reviews** module configuration page.
- Click on the "Import/Export" tab. (Alternatively, you can access this section via the quick access menu of the module).
- In the left column of the page, find the "Export product review data" section.
- If you want to export review photos, tick the "**Export review photos**" checkbox.
- Click the "Export reviews" button to export all product review data, including settings, reviews, questions, answers, review criteria, etc.
- A dialog box will appear. Click "OK" and select the location on your computer where you want to save the exported file.

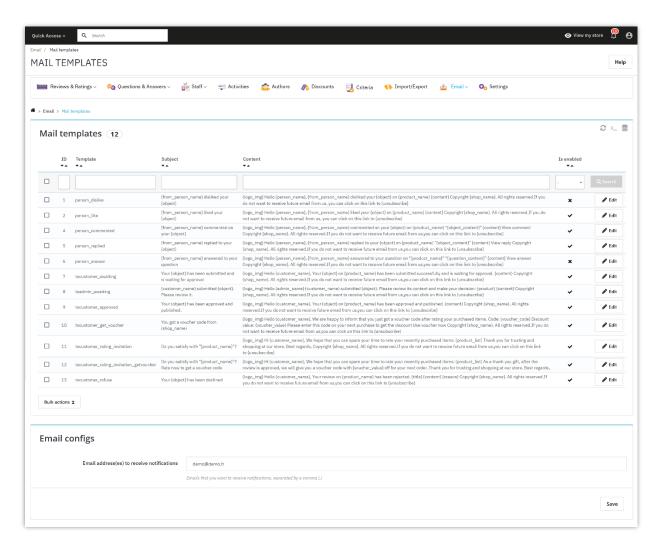


XII. EMAIL

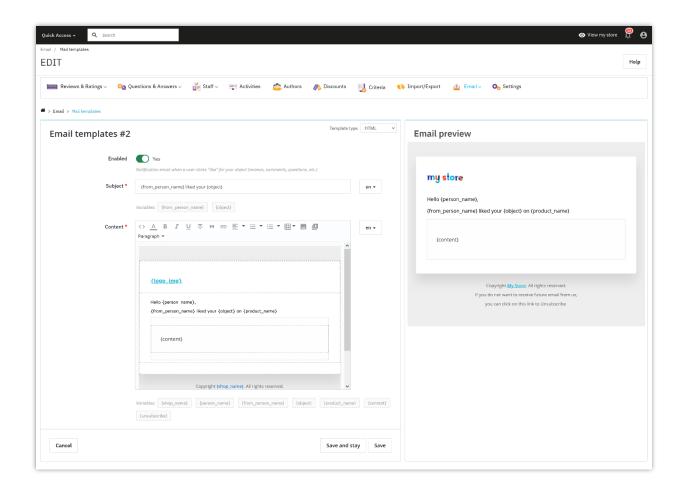
This module comes with a comprehensive email system that will automatically send notification emails to both store admin and customers when an event occurs.

I. Mail templates

Product Reviews module provides 12 email templates for notification emails and review invitation emails. Store admin can edit the content of the mail template to be suitable for the situation.

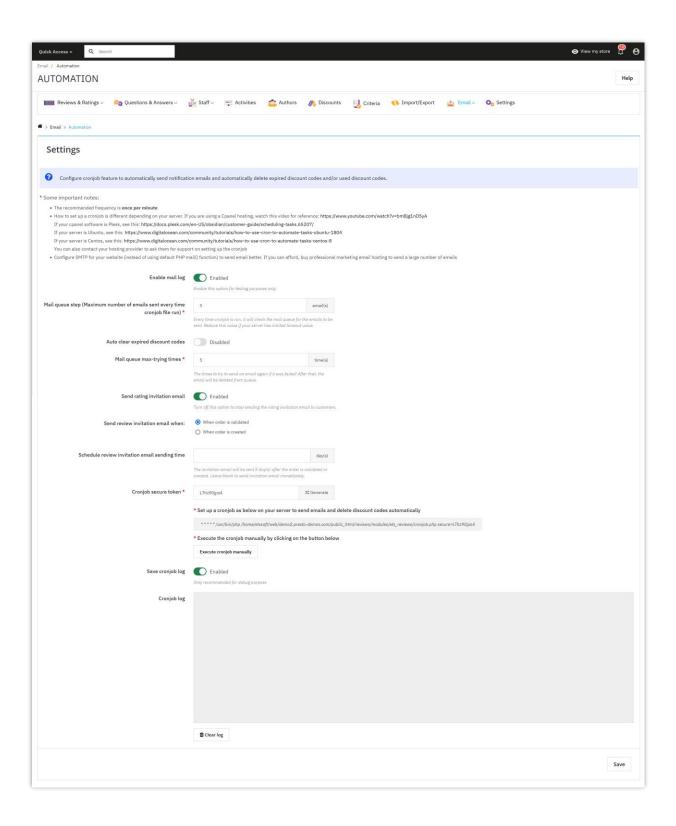


Email template detail:



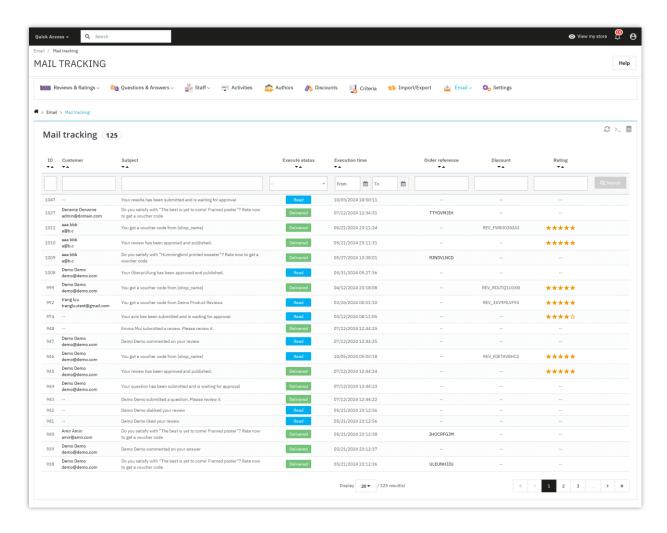
2. Automation

Store admin can set up a cronjob on the server to automatically send emails and automatically delete expired discount codes and/or used discount codes.



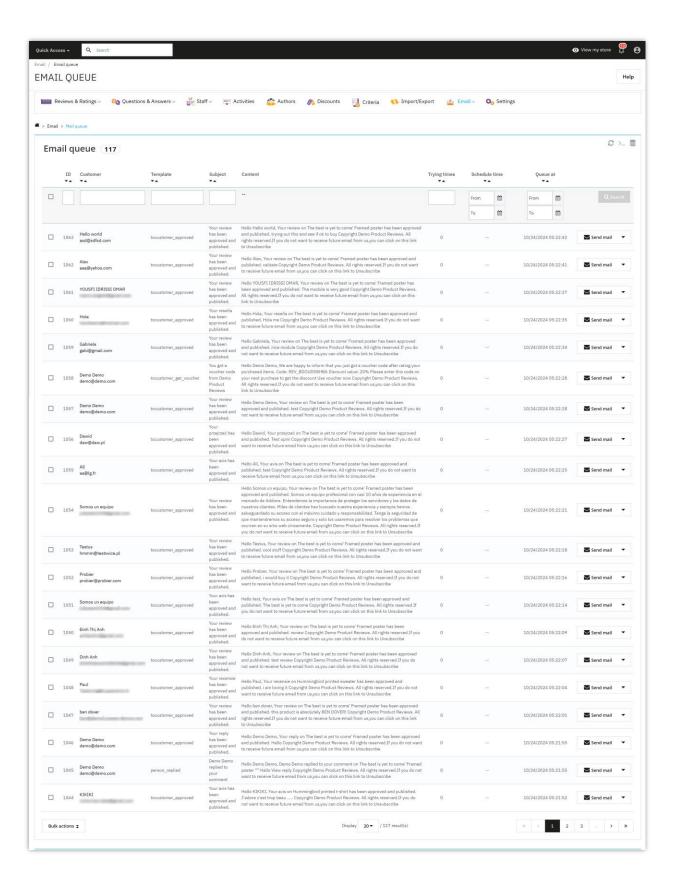
3. Mail tracking

"**Product Reviews**" module also offers a mail tracking feature, enabling you to keep track of the emails sent to customers.



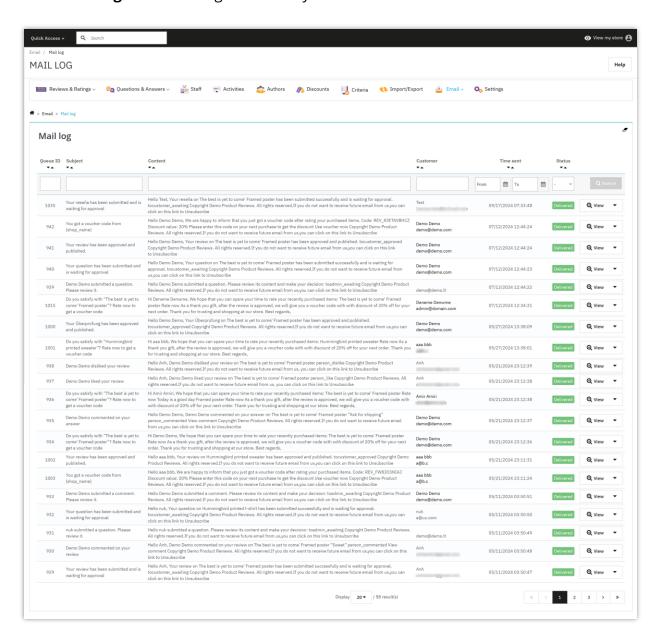
4. Mail queue

Store admin can save failed emails to the mail queue to automatically send mail by cronjob next time or send them manually by clicking "**Send email**" button.



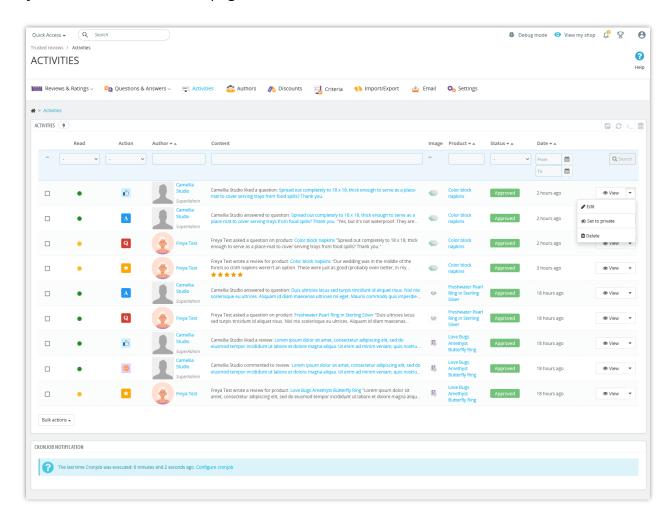
5. Mail log

Go to "Mail log" to see the log and delivery status of each email.



XIII. ACTIVITIES

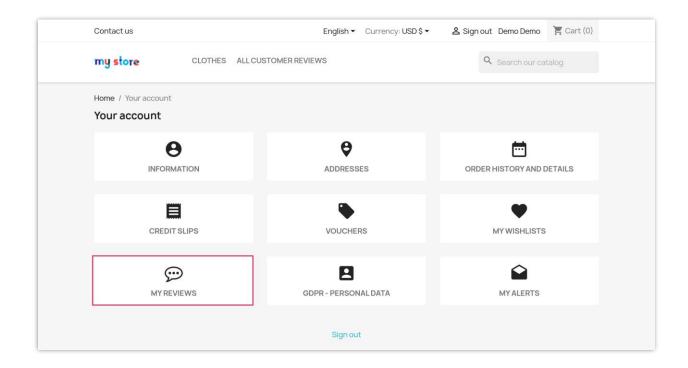
All activities of store admin and customers related to product reviews, ratings and Q&A system will be listed on this page.



XIV. HOW CUSTOMERS MANAGE THEIR PRODUCT REVIEWS

For customers on your website, the "**Product Reviews**" module provides a dedicated area to help them manage product reviews, questions, and answers.

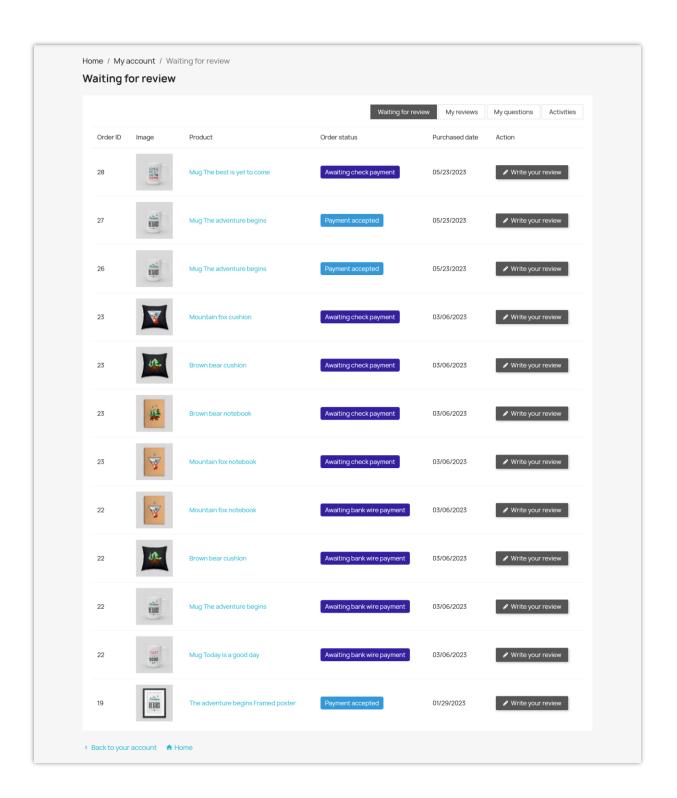
From the "**Your account**" page on the front office, your customers can access the "**My** reviews" block.

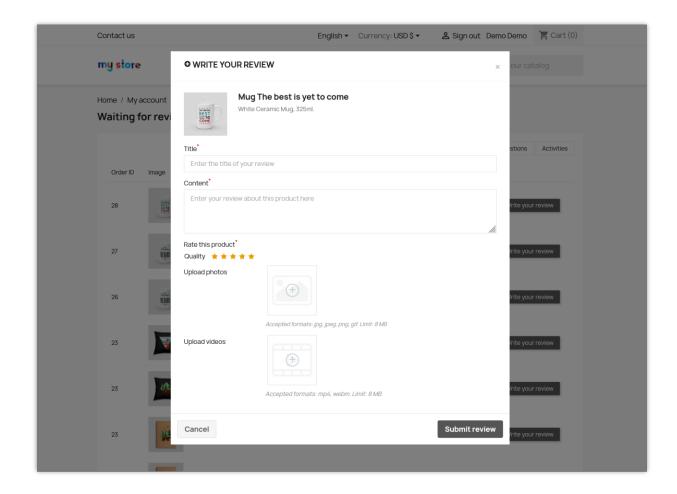


I. Waiting for review

The "**Waiting for reviews**" page includes a list of products that customers have purchased and are eligible to review, but have not yet left a review.

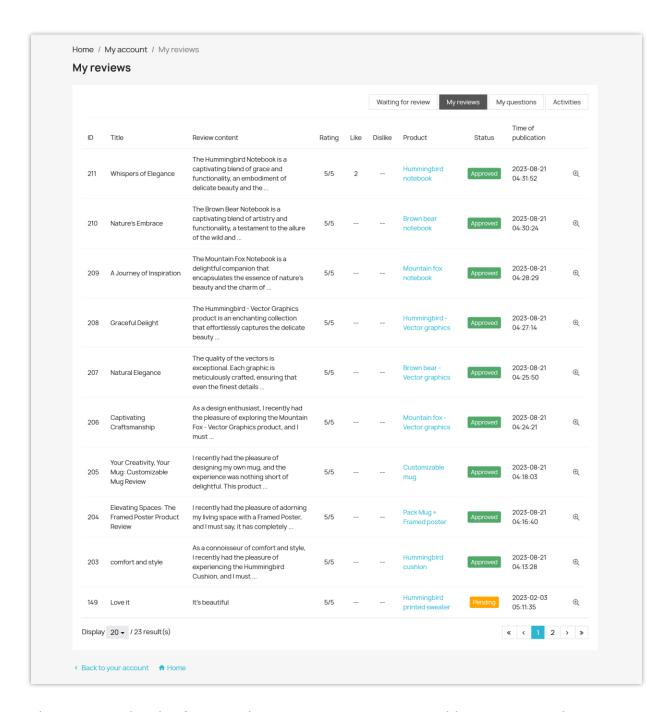
Customers can click the "**Write your review**" button to open a popup that allows them to enter their product reviews.



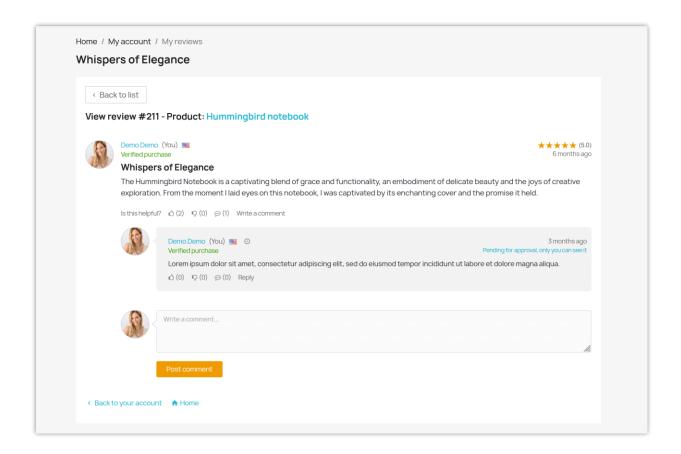


2. My reviews

The "**My reviews**" page includes a list of all product reviews that customers have left on the website. Customers can review product review content, its status, and the interactions it receives.

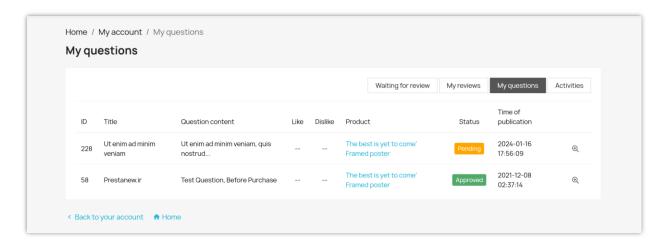


When viewing details of any product review, customers can add comments to their reviews.

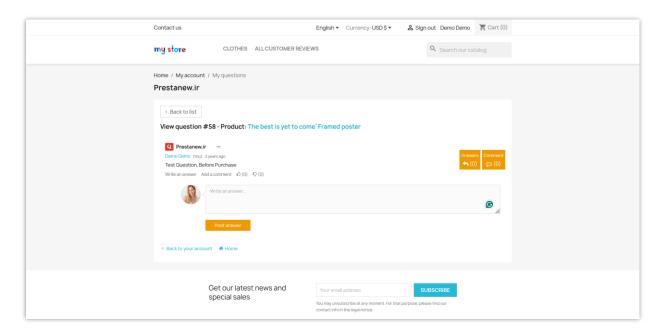


3. My questions

Similarly, the "**My questions**" page includes a list of all the questions and answers that customers have asked about the products being sold on the website.

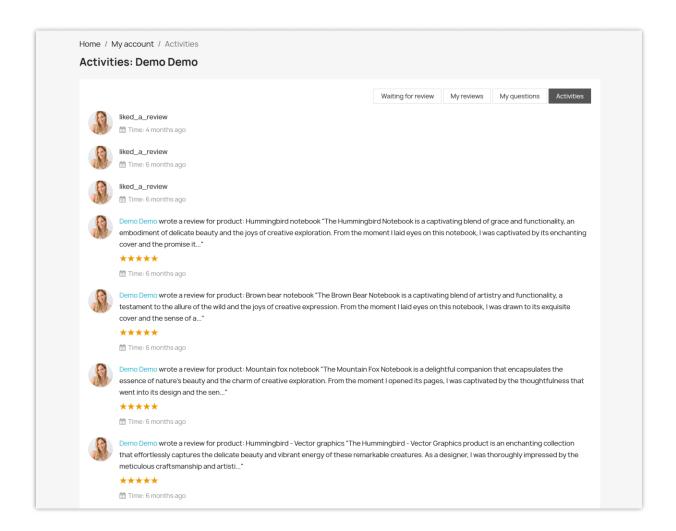


Customers can view question details, answer or leave comments.



4. Activities

Finally, the "**Activities**" page keeps a log of customer activities related to product reviews and product-related questions/answers.



XV. THANK YOU

Thank you again for purchasing our module and going through this documentation. We hope this documentation has provided all the necessary information to help you successfully set up and use our **Product Reviews** module.

If you have any questions for which the answer is not available on this documentation, please feel free to contact us.