



Bazaarvoice Connections

- Influence your product sales
- Protect your brand's reputation
- Gain insights directly from your customers



What is Bazaarvoice Connections?

Bazaarvoice Connections Basic is a free program that enables brands and suppliers to respond to customer questions about products across all online stores that use Bazaarvoice's review and Q&A system.

BHG Finland's online stores – Netrauta and Taloon.com – use the Bazaarvoice system, and many brand representatives already answer customer questions. You're welcome to join in offering our customers the best possible service!

Five good reasons to respond to customer questions via Bazaarvoice:

- 01 Boost your brand's sales by responding to questions
- 02 Improve your brand's visibility on Google for potential customers
- 03 Receive valuable product feedback directly from customers
- 04 Build trust in your brand's products
- 05 Responding to product questions is free!



How does the Bazaarvoice Connections portal work?

01

A customer asks a question or writes a review in a retailer's online store.



02

A brand representative replies to the question or review via the Bazaarvoice Connections portal or directly through a link in the email notification.



03

The customer is notified by email that their question has been answered and can continue shopping.



04

The question and answer remain visible on the product page, helping other customers and improving search engine visibility.



Your answer reaches thousands of consumers – not just the one who asked the question.



What benefits does this bring to my brand?

01

Increase sales by addressing customer questions before purchase



02

Improve your brand's visibility to future customers



03

Connect with customers in real time, right when they are shopping for your products



04

Protect your brand from misinformation and maintain a positive brand image



Questions don't come in daily, and answering them is easy and fast. No extra resources are needed – replying is as quick as writing an email.

Two options for the Bazaarvoice Connections program:

01

Connections Basic (free version)

- Respond to customer questions
- View up to 25 product reviews from all retailers in the Bazaarvoice network
- Optionally upgrade to respond to all reviews

02

Connections Premium (Paid version)

- Respond to both customer questions and product reviews
- Pricing depends on review volume
- Request a quote or click "Upgrade to Respond to Reviews" in the portal

Want to learn more about Bazaarvoice Connections?

Contact for guidance and information:

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SEO Specialist

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For login issues or account fixes:

Bazaarvoice Support

support@bazaarvoice.com via the portal's

Support messages (in English)



"A simple channel that encourages customers to ask even small detail questions, which we're happy to answer. These questions also reveal what customers wonder about before purchasing."

Jukka Mansikka / NSH Nordic A/S

"Bazaarvoice is easy to use and fast. Product questions reach the right experts, so consumers get answers quickly. Recommended!"

Virpi Koli / Oy Noortrade Ab

"A convenient and easy way to respond to customer questions. I get a direct link to the question by email, answer right away or come back to it later."

Eeva Mann / Volution Group, Pax & Fresh

"This service speeds up response time significantly, and since the answer comes from the supplier's expert, we often avoid follow-up questions, freeing up resources at all levels."

Niko Olkkonen / Oy Wilfa Suomi Ab

"We find it user-friendly and fast. It's also easy for consumers to find answers to previously asked questions. This reduces repetitive inquiries."

Anna S / Hafa BG Oy

"Excellent service! Its user-friendliness allows quick, direct responses without middlemen, speeding up and often resulting in a purchase."

Kympitalit Oy

"Extremely user-friendly and high-quality service – the end customer gets accurate answers directly from the product representative. Highly recommended."

Henri Kulmala / EGLO Finland Oy

"The service is convenient. The customer's question goes directly to the supplier, making the response faster and more direct. It benefits the customer, the retailer, and the supplier."

Saku Kaarna / Thermex Scandinavia A/S

"When a customer gets a quick response from an expert, their decision-making process shortens significantly. It has supported our sales in this channel."

Juha-Pekka Toivanen, Sunwind Gylling Oy

Hundreds of brands have already joined – you should too!

Lakka®

 GARDENA®

 EGLO
my light | my style



ENSTO

savo®

SUNWIND

 PUKKILA



BIOLAN

hansgrohe

 LILLEVILLA

Finlayson
EST. 1820



RUUKKI

PURMO 
clever heating solutions

SVEDBERGS®

VILPE®



KASKI 

KÄRCHER

 McGULLOCH®

OTSOSON



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TRADING

ADAX

 TEMAL®

MUSTANG 



BOSCH
Invented for life

Separett®

 Thermex®

RYOBI®



PERGO

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