

Introducing Product Reviews

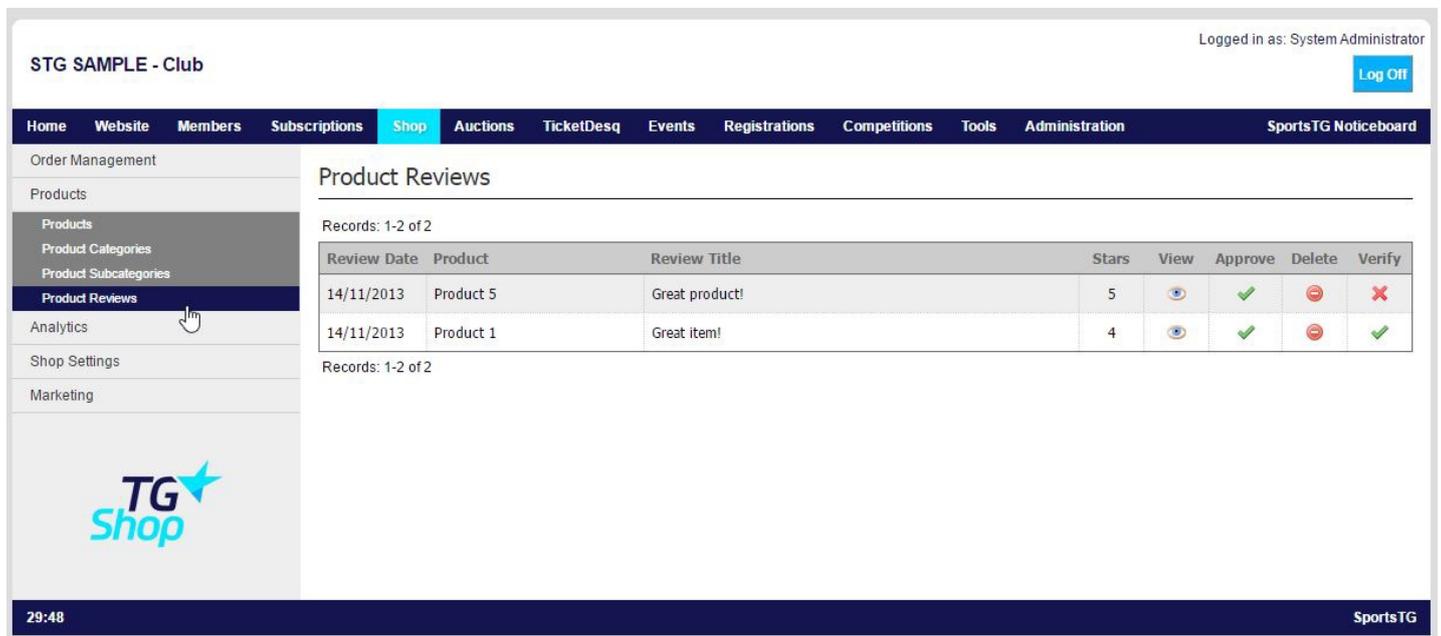
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Quick Steps: Shop > Products > Product Reviews

Product Reviews allow customers to rate products, as well as create reviews of products, and then give administrators the ability to approve or deny these reviews before they display on the Shop store, as well as write a response to a review if required.

1. Within the Management Console, select **Shop** from the top menu, then **Products** from the left menu.

2. Select **Product Reviews** from the expanded left menu. Here you will see a list of all current Product Reviews that have been placed by your customers.



The screenshot shows the Management Console interface for 'STG SAMPLE - Club'. The user is logged in as 'System Administrator'. The top navigation bar includes 'Home', 'Website', 'Members', 'Subscriptions', 'Shop', 'Auctions', 'TicketDesq', 'Events', 'Registrations', 'Competitions', 'Tools', 'Administration', and 'SportsTG Noticeboard'. The left sidebar menu is expanded to show 'Product Reviews' under the 'Products' category. The main content area displays 'Product Reviews' with a table of records. The table has columns for 'Review Date', 'Product', 'Review Title', 'Stars', 'View', 'Approve', 'Delete', and 'Verify'. Two records are shown: one for 'Product 5' with a 5-star rating and a review titled 'Great product!', and another for 'Product 1' with a 4-star rating and a review titled 'Great item!'. The 'Approve' column shows green checkmarks, 'Delete' shows red minus signs, and 'Verify' shows red X marks. The bottom status bar shows '29:48' and 'SportsTG'.

Review Date	Product	Review Title	Stars	View	Approve	Delete	Verify
14/11/2013	Product 5	Great product!	5				
14/11/2013	Product 1	Great item!	4				

3. Within Product Reviews you have the following options:

- View the Product Review
- Approve the Product Review for publication on your store
- Delete the review
- Verify the review as a legitimate review
- Write a response to a review

Additional Information: Research suggests that customers are more likely to trust a product that has been positively reviewed, and this gives you a way for customers provide that feedback and encourage other purchasers.

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