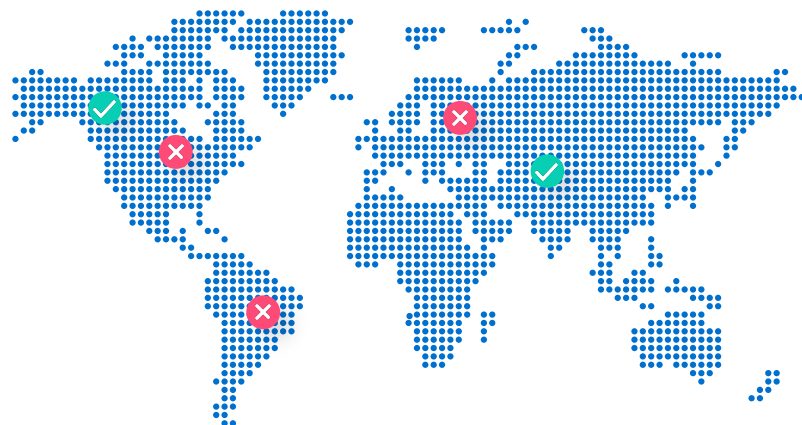




MODERATION GUIDE

The Moderation Process

Bazaarvoice Moderation uses a combination of powerful machine learning technology and a human moderation team to review consumer-generated content (CGC) prior to posting it to your website.

ABOUT OUR TEAM

- 200+ US-based college-educated professionals.
- 6 weeks of training, up to 3 months of probationary employment.
- Compensation is performance-based with strict metrics and supervisory oversight.
- Moderation is available in 38 languages; foreign Language Moderators are native speakers.
- For Authenticity purposes, moderators are not allowed to write reviews on clients' sites.
- Specialized Moderators available for Highly Regulatory Industries

SERVICE TIMING

- Content is moderated 24/7 365 days.
- Default SLA is set at 72 hours average for R & R and 24 hours average for Q & A.
- SLA attainment is monitored daily.
- Average monthly time to publish in 2018 was 12 hours.

HOW IT WORKS

- Content is evaluated for relevance and appropriateness using a multi-tiered system.
- Submitted content first passes an analytics inspector which checks for profanity. If profane words are detected, the content is rejected, and the consumer is urged to use more innocuous language and resubmit.
- BV uses proprietary and patented machine learning, which creates statistical modeling based on millions of moderated reviews and allows us to get content on the site quickly and accurately. This system is continually monitored and dynamically adjusted based on performance metrics.
- The Moderation team approves *and* rejects applying codes to further segment specific issues and insights.
- Approved content will automatically publish to the site. Rejected content can be accessed in the client console where a client can override certain decisions.
- Clients are prohibited from rejecting content solely on the basis of star rating or review sentiment.
- Neither Bazaarvoice nor client may edit the content in any way.

BEST PRACTICES & GUIDANCE

All clients are paired with default codes which have been developed based on reading billions of reviews and are applicable to any vertical. Our guideline analysts determine which codes are deemed best practices per industry and make recommendations accordingly. Deviations from provided guidelines are dependent on service packages and require consultation before being enabled.