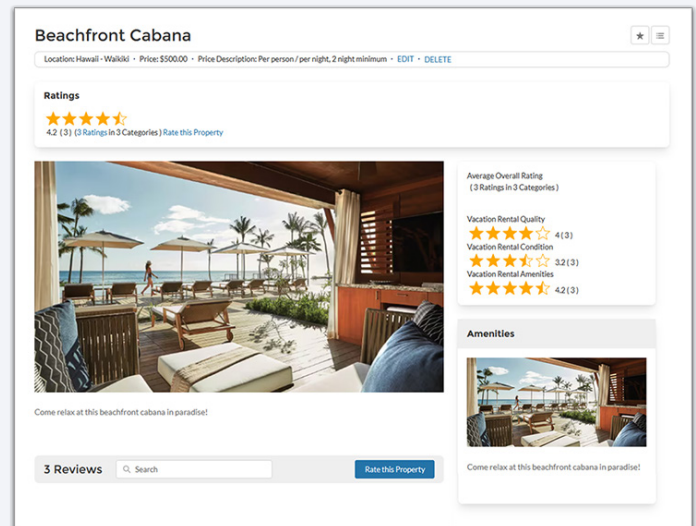


IBM Reviews & Ratings for Salesforce

Empower users to contribute personal feedback by rating and/or reviewing any standard or custom object

[View the video →](#)



Organizations are always looking for ways to make their Salesforce experience more useful and relevant to keep users coming back. People have grown accustomed to viewing feedback from other users on popular platforms such as Amazon and VRBO to help them make purchase decisions. They now expect the same capability from other providers. Reviews and ratings provide social proof for products and services, allowing potential customers to make more informed decisions.

IBM Reviews & Ratings for Salesforce provides fully configurable components that enable you to empower users to rate and/or review any standard or custom object in Salesforce. For example, you can enable customers to rate and review products, articles, events, rental properties, vendors, and more. You could also allow employees to rate and review leads, knowledge articles, partners, job applicants, training modules, and more. Users can browse, filter, and view reviews for a specific record, and filter lists of records by average rating.

Reviews & Ratings gives admins the power to create custom review submission forms, review detail pages, and lists of existing reviews. Admins can even create unique rating categories specific to different objects on the site. For example, product reviews might contain rating categories like Ease of use, Value, and Functionality. Property rental reviews might contain categories like “Location”, “Cleanliness”, and “Host Responsiveness”.

Key Features

- Enable users to rate records of any standard or custom object on a 1-5 scale.
- Establish multiple, unique categories per object for rating.
- Use a star or a custom image for rating.
- Enable users to submit a review of a record, and upload images with the review.
- Display average overall rating, plus average category ratings for a record.
- Display all reviews and ratings submitted by a user.
- Create custom review submission forms, review detail pages, and review lists
- Use in LEX and Experience Cloud.

Enabling reviews and ratings in your Salesforce experience can turn you customers and partners into advocates for your products and services. When users see positive feedback and high ratings from other users, it builds trust and credibility in the what you offer. Customers are more likely to trust the opinions of fellow consumers rather than relying solely on marketing messages.

Empower your customers and partners to become advocates for your products and services

Example use cases

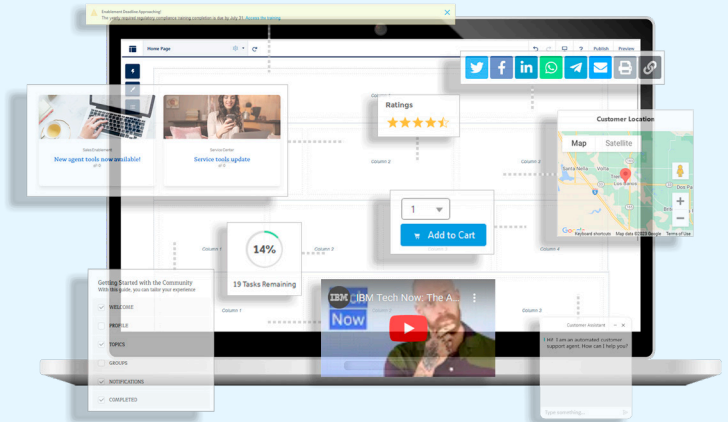
- Enable customers to rate and review products they use.
- Allow renters to rate and review properties they have rented.
- Enable employees to rate and review knowledge articles to improve internal knowledge management.
- Allow clients to rate and review vendors or service providers they have worked with.
- Enable students to rate and review courses and instructors in a learning management system.
- Enable interviewers to rate and review job applicants to streamline the recruitment and hiring process.
- Allow event attendees to rate and review speakers, sessions, and overall event experience.
- Enable users to review podcasts, books, and other media.

Benefits

- Build user affinity and advocacy for your products and services.
- Increase engagement with your site.
- Demonstrate transparency and build trust.
- Identify areas for improvement and address customer complaints.
- Enhance search engine optimization (SEO) with fresh, user-generated content that search engines tend to favor.

Accelerate your Salesforce journey

IBM Accelerators for Salesforce provides pre-built components to simplify and accelerate the implementation of Salesforce with clicks not code. Drag, drop, and configure components for features like announcements, news, idea exchange, and learning paths to create an engaging, personalized experience that breaks free of the typical Salesforce look and feel.



The accelerators were developed with the expertise we gained through thousands of successful Salesforce services engagements. Now, these same products are available for you to purchase and use in your Salesforce projects.

[More IBM Accelerators for Salesforce →](#)