Case Study: Bazaar Voice Integration- Agricultural Cooperative based Industry

- **Pavan V**

Project Summary

This project is to push the Bazaar voice ratings and reviews to Salesforce through Kentico CMS. Users visiting the site leave ratings and reviews on the products and recipes. All that information is stored in Bazaar voice system directly.

To reach out to those customers who took time to write reviews on the products and send email communication separately.

Salesforce is source of truth for all that data, and therefore built a module to take this data from Bazaar voice and push it to SF. This was implemented for Agricultural Cooperative based Industry

Goals & Challenges

The goal of the project is to push the ratings and reviews from Bazaar system to Salesforce

To achieve their business goals, client has come up with specific objectives and lay down a road map.

- Salesforce object details and respective field mappings to push the data to Salesforce from Kentico
- Bazaar voice Conversations API in Reviews endpoint to retrieve the data
- To create a schedule task in WFU Portal website to fetch the data from Bazaar voice Conversations API at a scheduled time
- Able to retrieve the data from Bazaar voice Conversations API using Reviews and Products

Solution

Client selected Ray Business Technologies (RBT) to address their specific needs and implement the solution. RBT has developed several Kentico applications and has experience in integrating the Salesforce. This whole process was designed to be run in the background i.e. retrieving Bazaar reviews and syncing to Salesforce.

Using the Kentico schedulers, Bazaar APIs were called at the scheduled intervals for syncing to Salesforce

Benefits/Business Case

The Client has been benefitted from RBT's vast experience:

- Faster development: We could build the application faster with fewer resources.
- Avoid manual intervention for the pushing the Bazaar voice reviews and ratings to Salesforce
- Experience in Salesforce integration
- Can Support in upgrading from Kentico 11 to Kentico 12 latest version.
- Automation process for sync'ing with Kentico schedulers

About Ray Business Technologies Pvt Ltd

Ray Business Technologies Private Limited is a Global Information Technology (IT) Services and Solutions company. We are a CMMI Level 3 company, providing cutting-edge IT Solutions to Enterprises worldwide, enabling them to utilize available resources effectively and manage the operations. Our excellent team of Technology Professionals work with enterprise clients in North America, Latin America, Australia, Europe, Middle East and Asia.

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