eKomi Lite

User Guide

v1 - June 2020

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1.What is eKomi Lite

eKomi Lite is a platform that can aggregate your reviews from different platforms (such as Google My Business, eBay or Amazon reviews) and display them in one single platform. Only eKomi reviews are published on the eKomi certificate page. Lite allows the clients/shop owners (the term used in the document is "User") to log in and switch to their other eKomi accounts through deep links. It also allows the user to create organizations and touchpoints (locations) and can gather all reviews from users.

1.1 Dashboard Master User

Once you are logged in as Master User, you will be directed to the dashboard with the list of all organizations that are assigned to the respective master user. You can search the organization through the Organization name. You can search the organization through the Interface-ID/Username name.
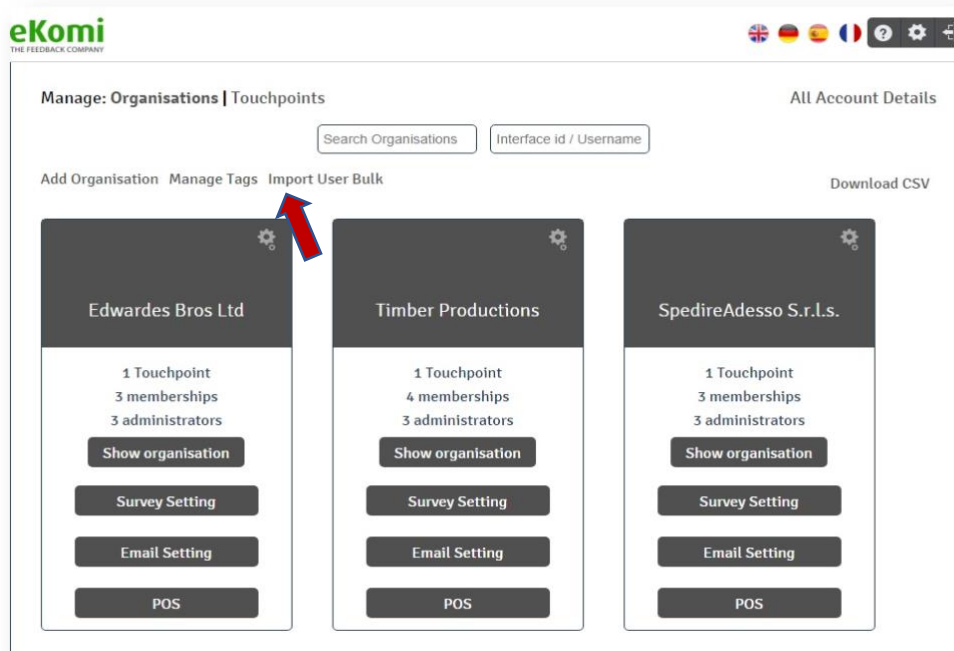
You can switch to the "Touchpoints" dashboard by clicking "Touchpoints" right next to Organizations.

1.2 The Organization

It is a parent account created in Lite. We consider an org as a container where new venues will be inherited.

1.3 Organization Details

Inside the organization box, you can see the following button along with organization name, interface ID and password:

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- Total count of touchpoints associated with the organization
- Total count of members associated with the organization
- Total count of admins associated with the organization

Show organization button: it will direct you to the organization details screen.

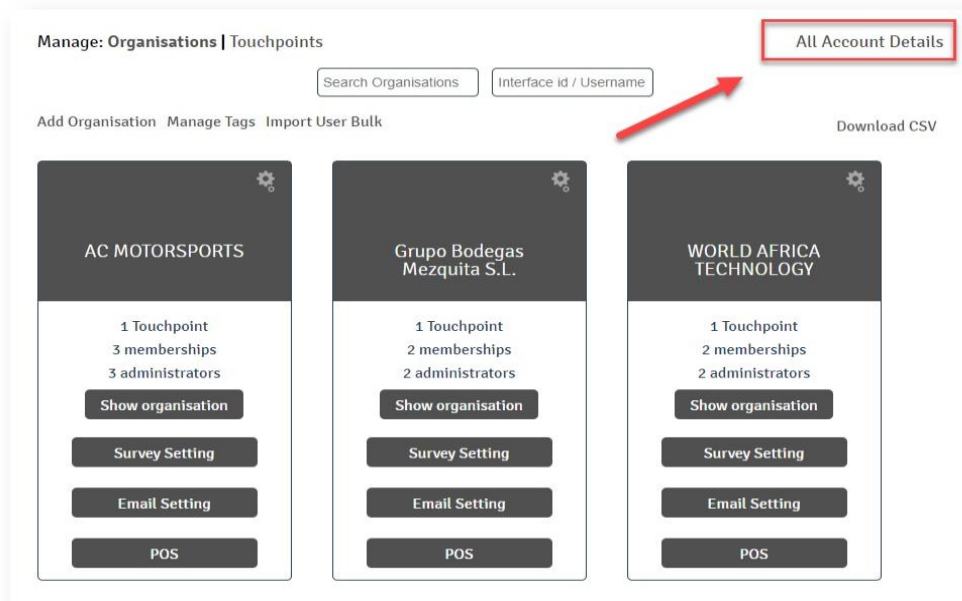**Survey setting** button: it will directly log you into the SFF site.

Email setting button: it will directly log you into the SRR site.

POS button: it will directly log you into the POS site.
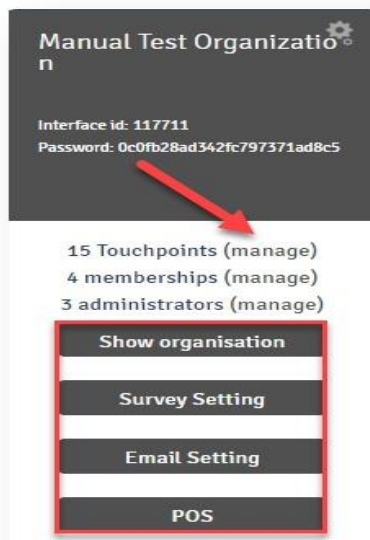
1.4 Organization Management

Here is the "All Account Details" link at the top right corner of the dashboard, which will direct you to the "Organization Management" screen.

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At the "Organization Management" screen, the user is able to:

- Search an organization by organization name or by shop ID/password
- Search an organization by creation date
- Download lists of all organizations in CSV file format
- Edit Organization
- See a list of touchpoints (venues) of the respective organization

1.5 Settings

At the top right corner of screen, you will be able to see the "Settings" icon. By clicking the icon, you will be able to see:

- User Settings
- Organization Management
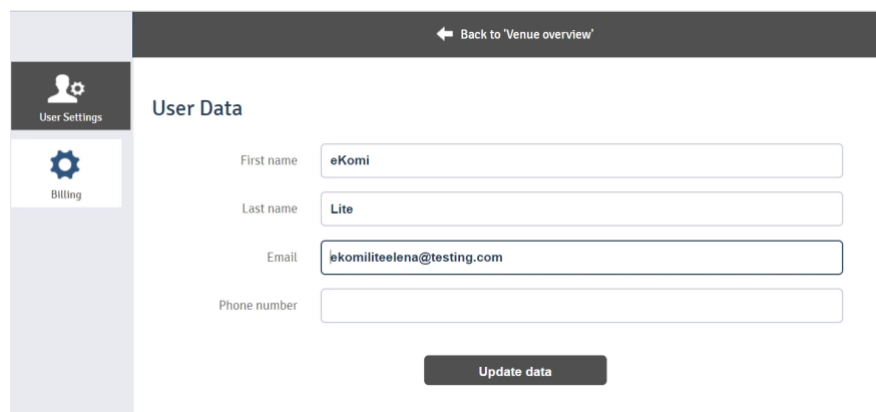- Switch organization

eKomi
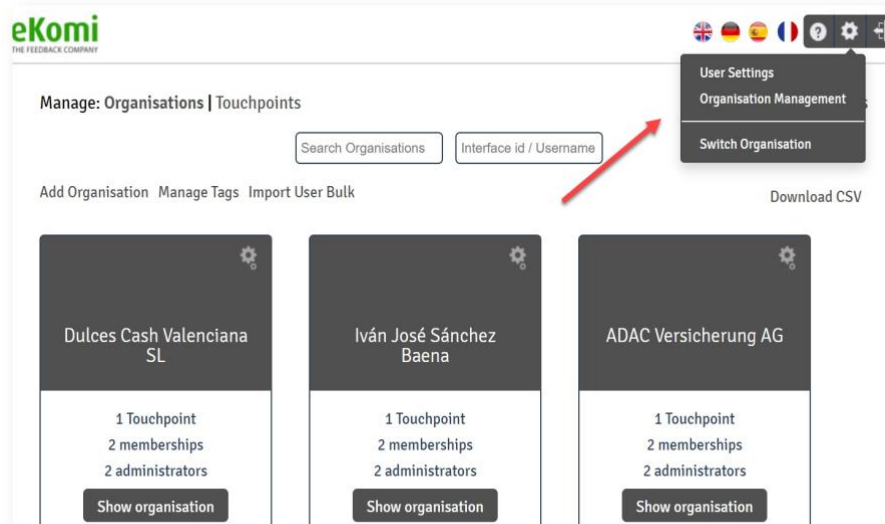
1.5.1 User Settings

Here, you can update your user-account data. Existing details will be pre-populated, but you can update the user information in this window.

1.5.2 Billing

Here, you can change your subscription and update billing details by logging into eKomi Appstore.

2. Touchpoints
2.1 Touchpoint Overview

Venue or touchpoint refers to a single account that is collecting reviews at eKomi. The Touchpoints' link for organization lists will display a list of all touchpoints of the respective organizations. From here, User will be able to search respective touchpoints from the touchpoint list. User will be able to move any touchpoint from the list to another organization.

User will be able to download all touchpoints in CSV file format. By clicking the "edit" icon of any touchpoint, you will be directed to the touchpoint edit screen.

The header links include:

- Home
- Organization Management
- Add Touchpoint
- Entries
- Bulk Request Feedback

2.2 Organization Touchpoint

Click on the "Venue Management" link at the Configuration screen. User will be directed to the touchpoints' listing screen where all eKomi touchpoints will be displayed.

The listing table will display the following columns:

You can search the touchpoint from the listing table through the following filters:

- Name
- Cross-reference ID
- Shop ID or shop password
- Start date & End date
- Venue type (Active/Paused)

Deleted: By clicking the checkbox, only deleted touchpoints will be displayed.

2.3 Adding a Venue

By clicking the "Add Touchpoint" header link from the touchpoint overview screen, you will be directed to a screen where you can add new touchpoints. There are two options to add a new touchpoint:

- By adding "Default Venue"

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- By "Importing existing account"

To find the relevant organization to which to add a location, here is an example below:

Click on that organization and it will take you to its venues/locations page; it will be like this: https://example.eKomiapps.de/organizations/4549/venues.

There you will find the **Add venue** button; click on it and it will take you to this page: https://example.eKomiapps.de/organizations/4549/venues/new.

Here, you need to select the import account option from the top radio-button options.

Now, fill in the data and submit the form. Hence, location will be imported and an agent will be created.

Now, User must use interface ID and interface password to access that particular location.
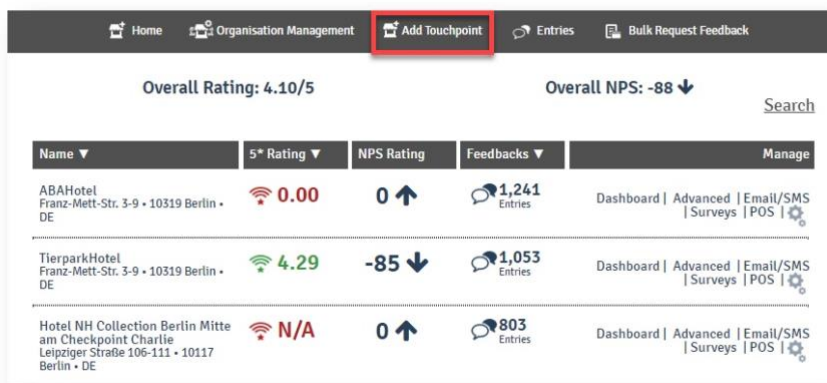
(Note: touchpoints can also be added by uploading CSV (consult with eKomi support)).

3. Manager Access

In Lite, there are different types of user-level accesses:

Master User	Master User is also called Reseller. It represents settings related to one URL. So, in Lite, we create master users for a URL and add settings in it, such as colors, logo, support email and also URLs.
	Master User also represents the parent shop of one company having multiple child-shops.
	Will be able to see all organizations in eKomi.
	Can edit/update settings at organization and touchpoint level.
	Can add organizations and touchpoints.
Admin User	There are three types of admin users: Lite admin, organization admin, venue admin.
	Lite admin can create a master account and also has access to sidekick.

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	Organization admin has access to only one organization. Venue admin has access to only one venue. Org admin and Venue admin can have access to multiple organizations and venues but normally these are associated with one.
Organization	Will be able to access only one organization of the shop. Can edit/update settings of the organization of the shop.
Touchpoint	In Lite, a touchpoint represent one shop, venue or location. Can edit/update settings of touchpoints of the organization.
User	User is a simple user having access to one or multiple venues.

4. Notification Settings

You can manage notification settings by clicking the "Notification Settings" menu from the left panel. You can see the list of all added recipients inside this menu.

4.1 Notifications (Touchpoint)

There are three types of venue notifications:

Venue Reports (Depending on the settings, they will be sent daily, weekly or monthly.)

Event Notifications (Will be sent on new entries, reviews, photos, etc.)

Check-in Notifications (Inform you about influential customers on-site)

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You can customize these settings for every single venue in the respective management area.

Enter the email address of the recipient, select language and select for which reports the recipient should receive notifications. Then, click on the "Save recipient" button. The recipient will be added successfully.

4.2 Standards for Venue Notification

You can define notification settings for all new venues by selecting "Standards for venue notifications."

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5. Groups

We can divide venues in categories using groups and subroups. Each group can have multiple venues. Additionally, each subgroup can have multiple venues.

You can click on "Groups" from the left menu for adding new groups or for accessing groups' listings

5.1 Edit Group

Groups and subgroups can be edited by clicking the "Edit" icon. You can select the parent group from the dropdown menu and enter the name of a subgroup in the input field.

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5.2 Add Group

Click on the "Add group" button: the following screen will be displayed:

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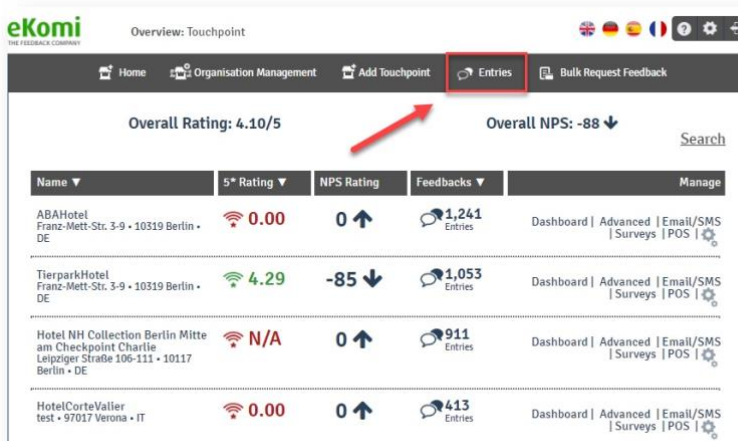
Select Parent Group from the dropdown, and enter the subgroup name in the 'Group Name' field. Clicking on the "Save group" button will redirect you back to the list screen with the newly created group displayed in the list.

6. Reviews

By clicking the "Entries" header link from the touchpoint-overview screen you will be directed to the screen with the following two tabs:

Basic: the Basic tab will display entries related to all sources, including Lite, eKomi, Core, SFF, etc.

Advanced: This tab will allow you to log in to the Feedback Engagement application with all entries (reviews) from Core and SFF.

Print All: Print All will create a print for all entries as a PDF File.

Download CSV: Download CSV will download all entries in CSV file format.

Filter entries: This link will allow expanding more filter options. The following filter options will be displayed:

6.1 More Options

By clicking the "More Options" link, you will be able to see the following three options:
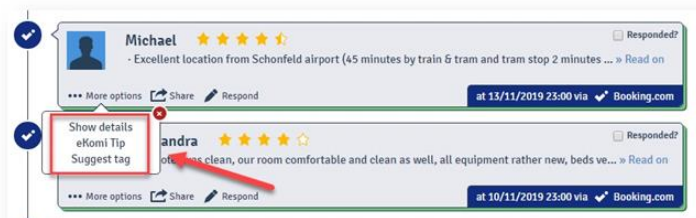
6.2 Show Details

This option will direct you to the review's detail screen. If you click on the date-stamp/OTA source in the bottom right corner, you will go to the exact same place.
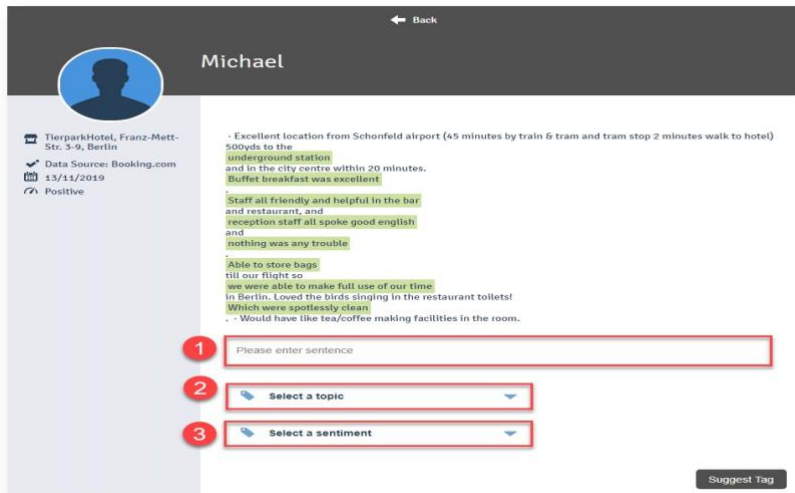
6.3 eKomi Tip

It provides a tip on what to do with individual reviews. This increases awareness of basic SEO and customer communications.

6.4 Suggest Tag

Lite has automatic tagging-tools that generate tags from review text. The tagging tool only handles "hotel" and "gastronomy" verticals. We have multiple verticals in Lite; for these verticals, we have added a feature called "manual tagging": when you click in "Suggest tag," it opens a new form where you can generate a tag from the review text.

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By clicking the "Suggest tag" option, you will be able to see the following screen:

You will need to perform the following steps to add a tag:

Enter a sentence that describes your experience with the hotel, e.g. "Food was awesome."

Select a topic that clearly represents your opinion, e.g.. if your review is related to food, then, select Food & Drinks. *(Note: If your sentence doesn't match the topic, then, the system will show an error message)*

Select a sentiment, e.g., Extremely Positive, Extremely Negative, Very Positive, Very Negative, Neutral, Positive, Negative.

Once you are done with the above three steps, click on the "Suggest Tag" button. The added tag will be sent to Admin, where he will approve/reject it.

6.5 Share

This functionality has been replaced now by the new share option from Share.com for sharing of reviews on social media.

Choose a review in "Entries" from Lite and on that review click on the "Share" button and choose "Social Media" from the dropdown. Then the review will open and you can share it via the desired social media option.

6.6 Add to Showroom

BE AWARE that eKomi Lite automatically populates the latest 10 positive reviews. If you decide to add specific reviews to the showroom, the automatic feature is suspended, and you have to make sure to keep this updated. Also, be aware that the showroom widget has to be enabled on your site. This can be found under "Widgets".

You can also delete reviews from the showroom by clicking the "Delete from showroom" link.

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You can add your favorite reviews to the showroom, using this button.

6.7 Respond

By clicking on "Respond," eKomi Lite will take you to the review on this portal, which allows you to reply to the customer on the third-party portal.

Your Lite account must be connected to the portal under "data sources."

This helps in customer engagement and can show others that you are engaged in feedback. This is very good for building an online reputation.

You can also mark the review as "Responded" from the checkbox at the top right corner

7. Entries

By clicking the "Entries" menu option, you will be directed to the screen displaying the following tabs:

7.1 Topic Analysis

When you have more than one venue under an organization, such as branches/regions, then, you can see a "Topic Analysis Overview," sorted under 10+ main topics. This provides a bird's eye overview at a glance and helps a manager to identify main areas that require attention.

eKomi
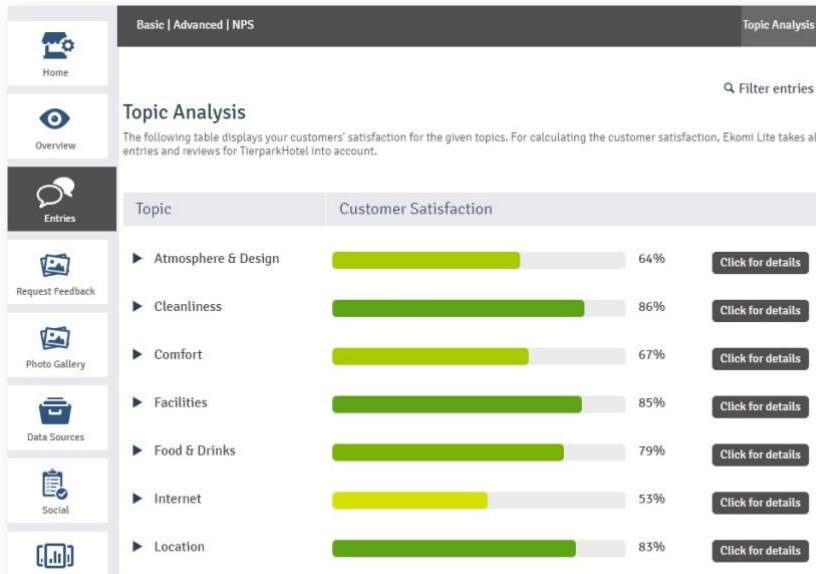
You can also see sub-categories for the topics by clicking the appropriate icon.

By clicking the "Click for details" button of any topic, you will be able to investigate specific reviews under the particular topic. At the top of those reviews, you will see a list of the most used:

eKomi
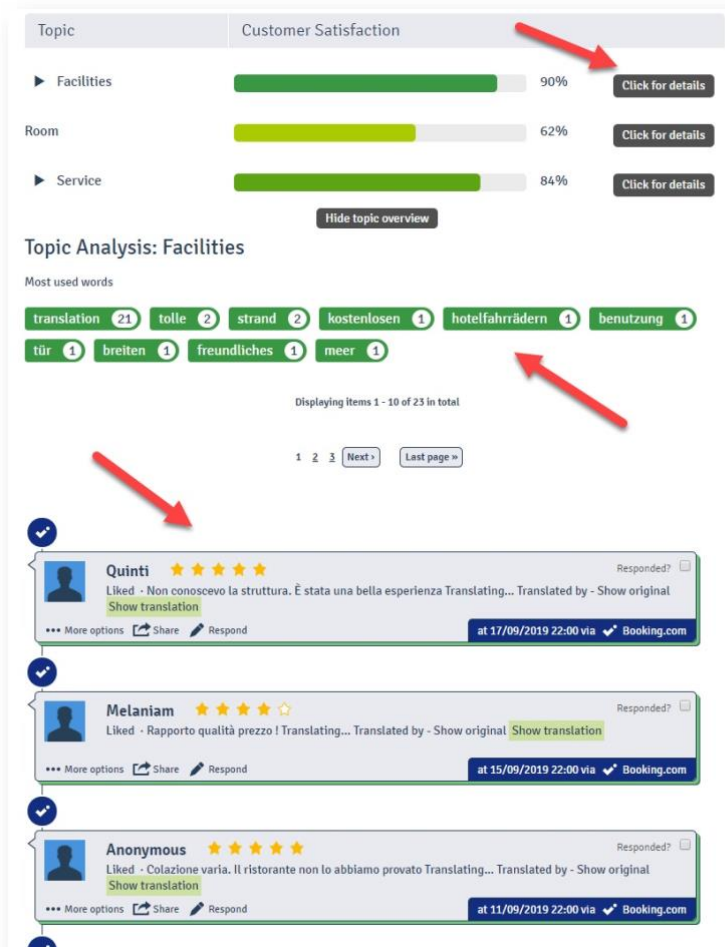
By clicking one of the most used words, only those reviews that come under the selected word will be displayed.

7.2 Advanced

The explanation of the "Advanced" tab, displayed at the top of the Topic Analysis screen, in Figure 7.1, is the same as for the "Basic" tab, discussed under "Touchpoint Overview."

7.3 NPS

By clicking "NPS" from the Entries screen, you will be able to see eKomi NPS-score questions. NPS are questions and answers coming from our tool SFF (Smart Reviews Form).

- scope :promoters, where(score = 9, 10)
- scope :passives, where(score = 7, 8)
- scope :detractors, where(score <= 6)

You have the option to print all NPS questions.

You can also download all NPS questions in the form of a CSV.

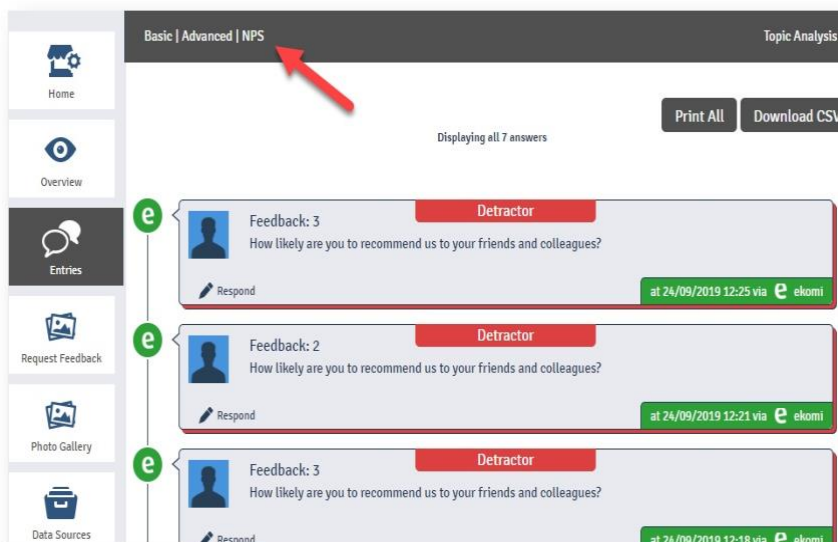## 8. Data Sources

A data source is simply the source of the data (Reviews, Photos, Customers). It can be API or a Live data feed URL. When you add a venue for any organization, then, eKomi Lite connects you with the data sources automatically, and if any data failed to be connected during this auto process, then, the user can add that data source manually through the tab "Data Sources."

Click the "Data Sources" tab from the left panel: it will direct you to the dashboard of data sources, where you can view already connected data sources and you can add more by clicking "Connect data source".

eKomi
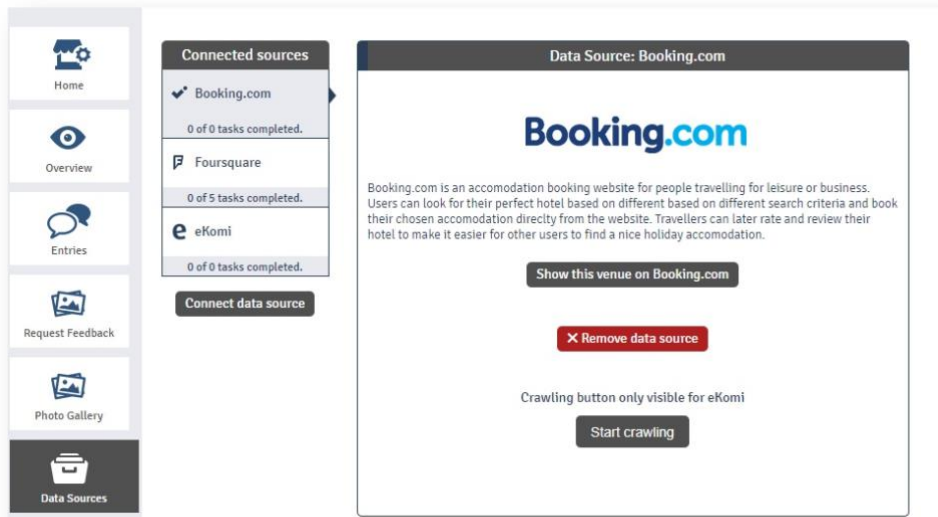
Connected sources: Connected sources shows the list of all connected sources for this venue

Connect data source: If you want to connect to any new data source, then, click on "Connect data source" button and it will take you to screen where you can add new data sources.
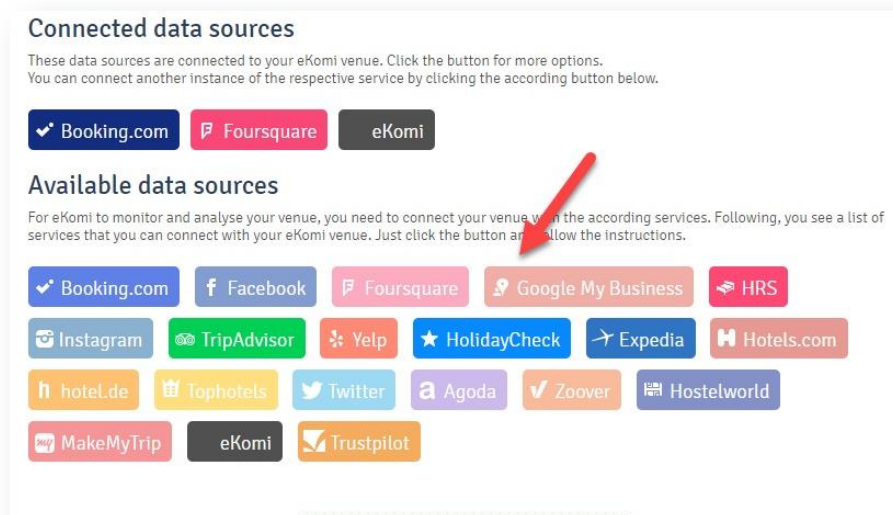
8.1 Instagram

EKomi Lite pulls not only reviews and ratings, but also pictures posted on Instagram, Facebook, Twitter, Foursquare and Yelp.

Instagram has changed its API data source. The platform is now using hashtags.
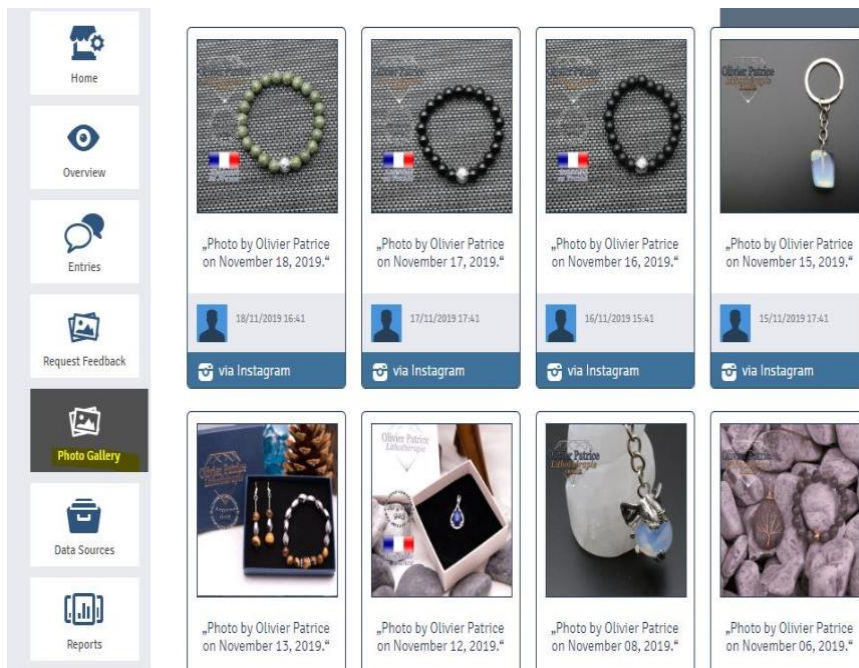
8.2 Facebook
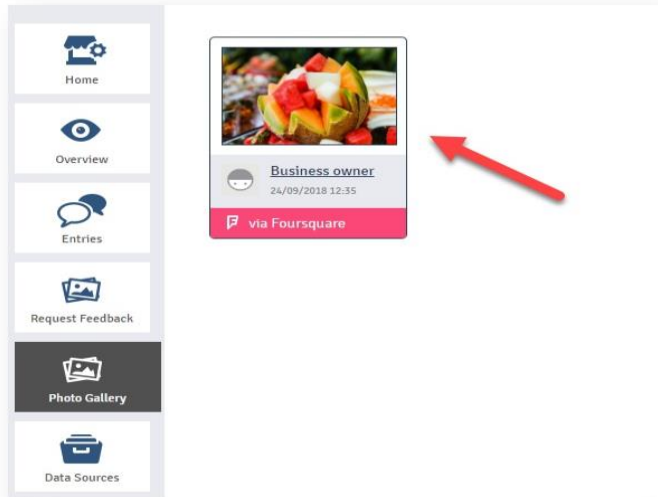
You need to connect the data source for Facebook for the desired Lite shop. Then you need to connect Lite with the desired Facebook page (you must have Facebook's page admin rights). If Facebook is not connected, Facebook reviews won´t be pulled and displayed to Lite. The steps to connect with Facebook are:

a. The client needs to access Lite dashboard with their credentials.

b. Go to "Data sources" on Lite and click on Facebook.

c. Click on "Connect your account to Facebook" and follow the steps.

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To be able to connect the account successfully, the user needs to have admin rights from the page connected.

8.3 Google My Business

For the Google My Business connection, we need to add the right address and name as per the actual GMB account. Also, the venue user must have a Google My Business account.

8.4 Twitter

Allows to import Twitter posts to Lite as well as sharing review content in Twitter. Connection to an active Twitter account is required.

8.5 How to connect a data source

During the location set up process, eKomi Lite will look for every available data source in which the location Name and Address has reviews. Everything that the system finds will be connected automatically; however, due to the specific name of the account, most of the times, the system cannot recognize the name of the location, and results in 0 data sources connected.

To be able to connect manually every source channel available:

1. Go to "Management" tab under the location.
2. Choose the right vertical that will show the available data sources for it.
3. Click on the data source you need to connect.
4. Scroll down, and click on "Connect data sources manually."
5. Paste URL from the account you want to connect.

You can check all data sources connected under the "Data sources" tab.

8.6 Social sharing

EKomi Lite has enabled a feature for you where you can share your updates on your social accounts, Facebook, Twitter, Linkedin.
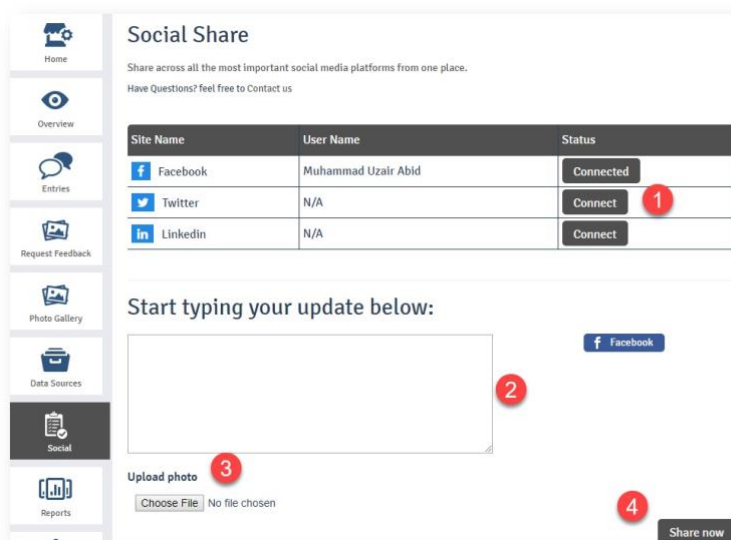
The steps are simple:

- Connect the social account by clicking the "Connect" button. *(The connected account will be displayed with a "Connected" button).*
- Type your update.
- Upload a picture (optional).
- Then, at last, click on the "Share Now" button.

9. Reports

By clicking "Reports" on the left menu-panel, you will be directed to the reports section with three tabs at the top.

Basic: You can see "Daily," "Weekly" and "Monthly" reports for respective venues under this tab. You can see complete reports by clicking the "Show Report" link of each report.

Advanced: This will direct you to the "Pulse" section. ()[1]

Custom: This will direct you to the "Insurbi" section. ()[2]

10. Certificate page

You can see all the information related to the certificate page under this menu. You will be able to edit certificate-page information too.

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[1] Pulse is discussed in a separate section.
[2] Insurbi App is discussed in a separate section.

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The link, "Go to Certificate," at the bottom of the screen, will direct you to the certificate page of the respective venue.

11. Widgets
11.1 General

Two type of widget codes will be displayed under this tab:

The Code for the eKomi Rank Widget

The Code for the eKomi Showroom Widget

You can use the widget codes in your site to display the widget.

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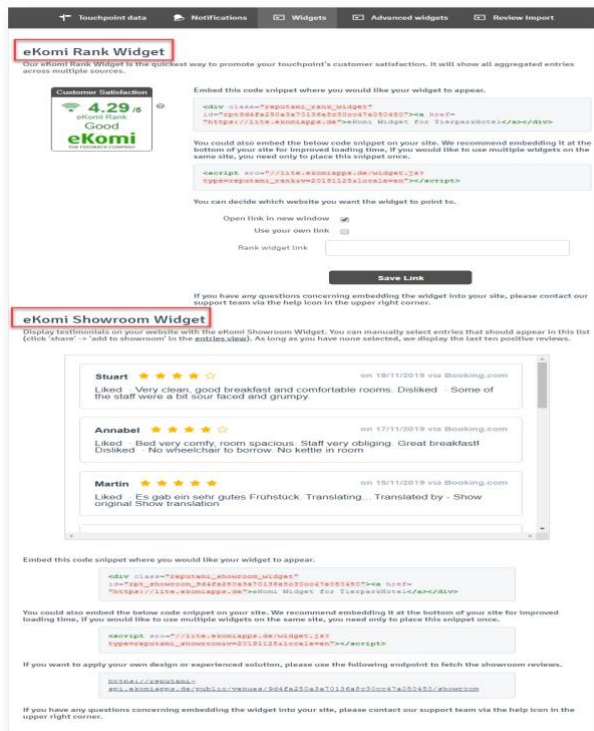
11.2 Advanced Widget

In addition to the two native widgets, initially developed for ranking in pre-Lite platform (Reputami), users can now have access to a library of smart widgets -besides the show room and rank widgets- by simply clicking on advanced widget.
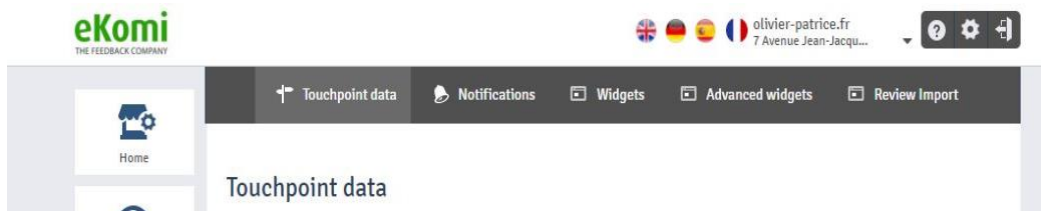
The widget back-end is an application where widgets can be created for both seller and product reviews. The user can also create a new widget from a template, manage their shop and perform others tasks, such as adding proper schema markup, to produce rich results in an organic search.
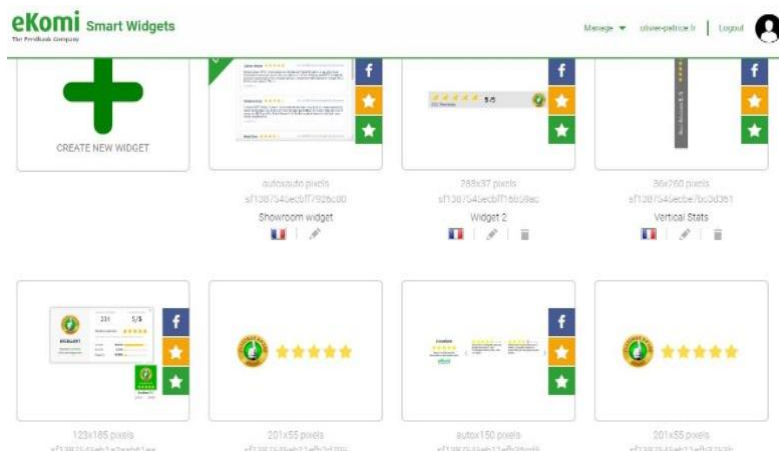
It is recommended to take the virtual tour to better understand these features.
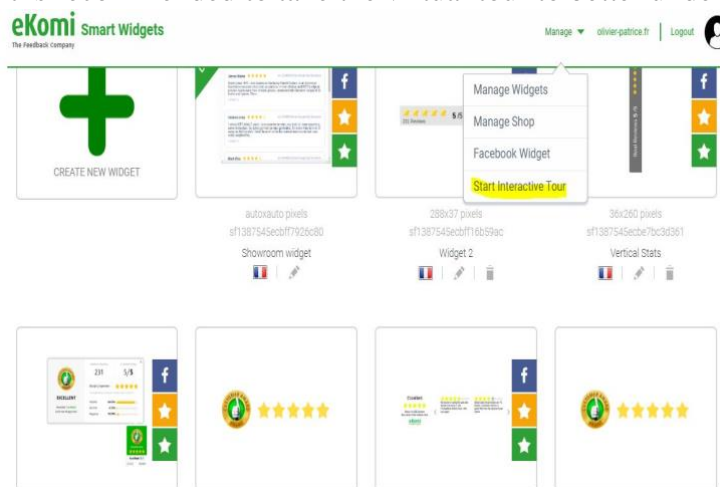
Additionally, eKomi offers customized SEO and premium widgets. These are available as add-on solutions and can be requested via the Appstore:
https://store.eKomiapps.de/en/packages/customized-seo-widget/details

12. Billing

Access to billing data is available from the user settings. Subscription and billing details can be updated by logging into the eKomi Appstore:

https://store.eKomiapps.de/en

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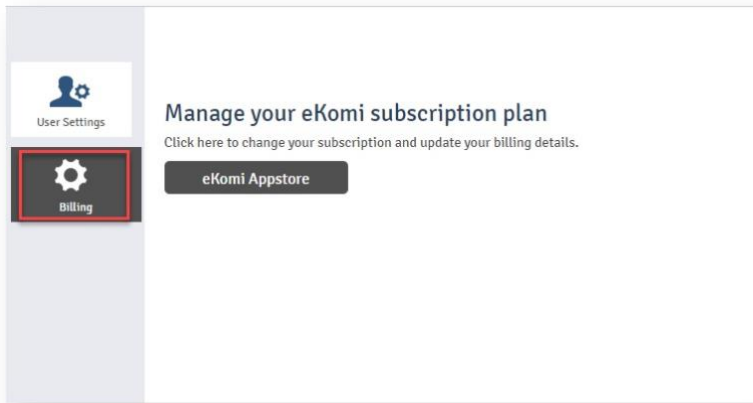
Customers can update their Chargebee billing-address information from the appstore interface, and it will reflect on Chargebee and invoices as well.

There is also the billing-history view where clients can see their billing history such as what invoices were charged to them. The data can also be downloaded as PDF from here.

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13. eKomi Appstore

13.1 Registration

eKomi AppStore is the central launch and management space for all Applications that are available on eKomi Platform. The platform connects to several micro service solutions and utilities grouped in the form of packages

The main goal is that customers can select among all applications and subscribe to packages by paying via the AppStore.

The Appstore interface is available via the link directly or from the billing section in Lite: *https://store.eKomiapps.de.*
In Appstore, clients can register for a service, subscribe to a package, and make or update payment information.

For registration, please log in to the portal here: https://store.eKomiapps.de/fr/register.

Screenshot-Registration Process-Personal Information

After the initial registration is completed, the user needs to create a payment account and add the payment method.
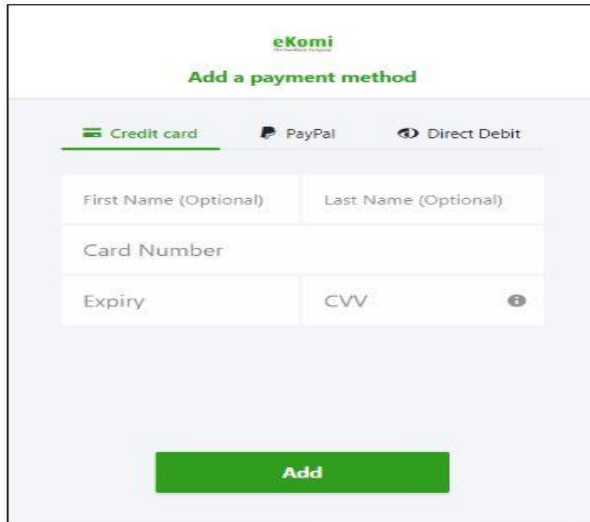
AppStore gives its user multiple options to make payments:

1. Credit Card
2. PayPal
3. Direct Debit

13.2 Subscription
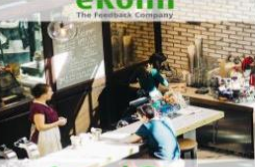
There are various subsection packages listed under the categories portal:
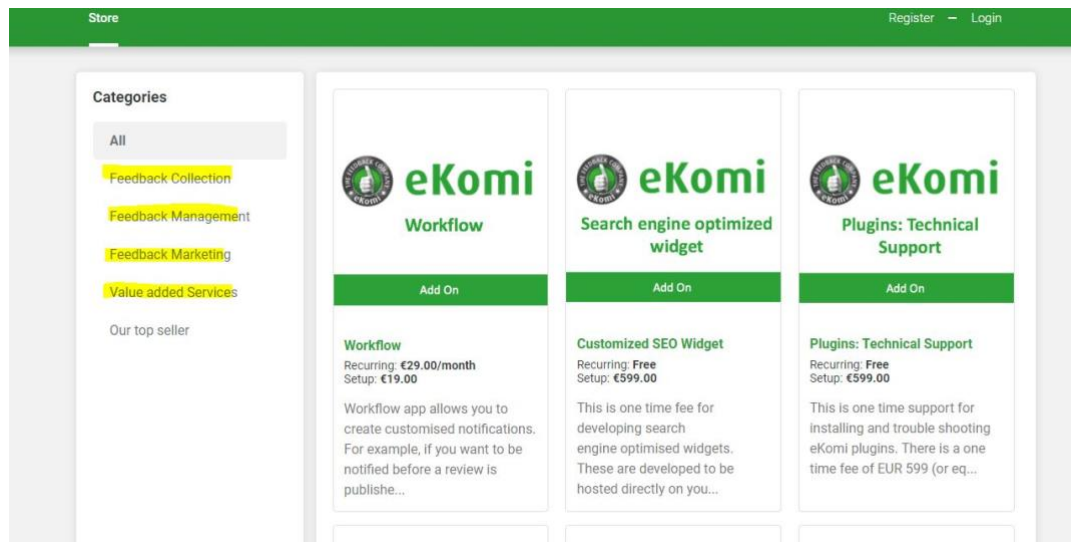
- As a user, you can view a list of all available apps or filter them by already subscribed apps. The files are visible only after login.
- The list has a grid view and a list view to display the apps.
- Apps can also be filtered by categories.
- Only those apps, which are enabled and have a Chargebee plan ID, will be shown in the list.[3]

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[3] Chargebee accounts are created only by the admin.

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With our new bundle packs such as, eKomi Star and Google Star, customers can now subscribe and implement their shops to an all-inclusive bundled solution.

13.3 Vidmonials

eKomi has made its clients' SEO ranking and conversation rate major priorities. Therefore, as a trust-aware review provider, we have now implemented video reviews as a solution, since they are considered as trustworthy and ranked higher in search engines. It is true that nowadays videos with transcriptions produce SEO optimized content. Subscribe to the vidmonial package, and add value to your shop, from the eKomi Appstore.

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13.4 WhatsApp

Indeed, collection of reviews is now made possible through Whatsapp. eKomi offers now a chat service which can be integrated into a website within the form of a widget. The service is based on the official WhatsApp Business API. Any form of engagement dialogue can be conducted with the customer via a conversational inbox. Part of the package is the automated review-request after each chat to collect more and better authentic reviews.

14. eKomi Lite Tools
14.1 CSV

eKomi CSV is the centralized solution and a major implementation application. The tool can process any kind of CSV structure. Registration with eKomi and role/ access are pre-requisites. Unlike the native CSV, which uses a Lite CSV solution with a pre-defined CSV file structure, clients with complex CSV and custom data sets can use the advanced CSV application by clicking on "Advanced" or on the bulk feedback request.

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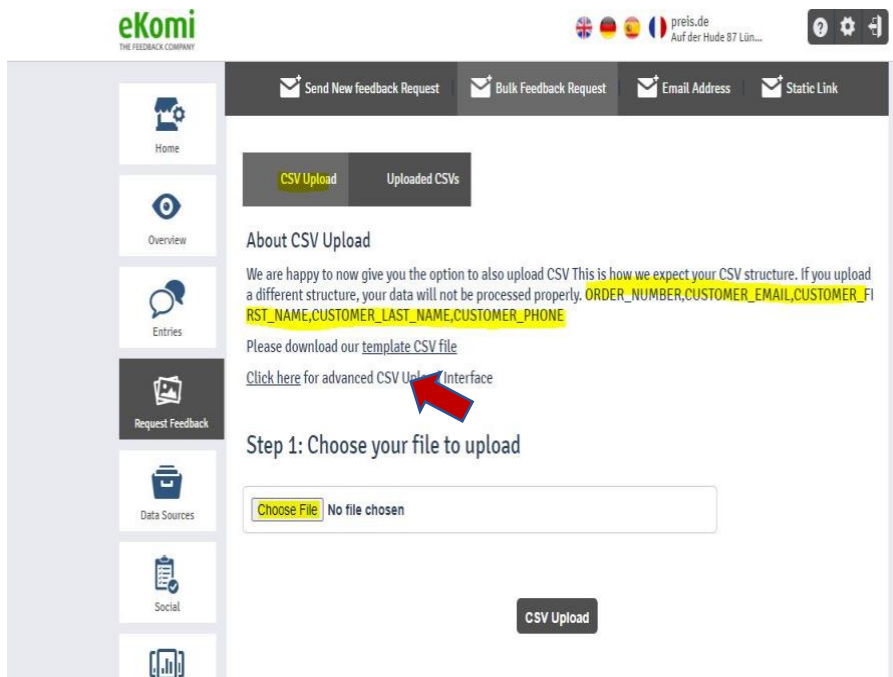
The new CSV app allows a user to capture more than one CSV structure. For example, one input source can be defined for email and another one for an SMS type of orders.
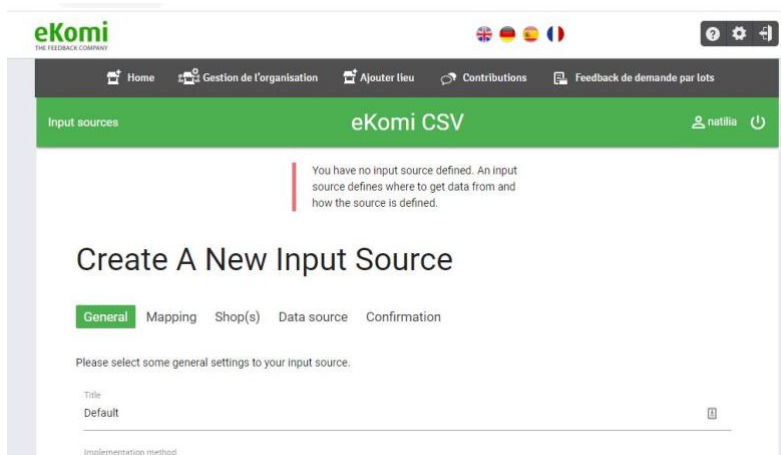
14.1.1 Initial Setup

The first setup before using the app is creating an input source.[4]

(Note: An input source can be created for a simple CSV manual upload, CSV/sFTP or local storage.)

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[4] It is recommended to contact eKomi support to setup an input source for your account.

14.1.2 Input Source Settings

Here, users can manage the following settings:

- Error handling - whether an import should be cancelled in case of an error, or it should continue importing valid records while skipping over the records with error(s)
- SRR preferred recipient-type - whether to prefer email or SMS as the SRR recipient-type if both phone number and email address are present in order data. If left empty, it defaults to email; it falls back to SMS when email is not present
- Mobile phone default region - if a phone number is not provided in an E.164 format, then, this ISO Alpha-2 country code is used to format the mobile phone numbers
- Transaction date format - when not provided, the app falls back to autodetection via a PHP *DateTime* constructor (see DateTime formats). If autodetection leads to wrong values, a date-time format compatible with PHP *DateTime::createFromFormat()* should be specified here (see supported formats).
- Status - when set to inactive, further imports will not be processed. If the status is set to active, the imports created during the inactive period will still not be processed. When intended, each import will have to be queued for processing, using the *eKomi_fix:re_import_csv_file* command
- Ignore first line - whether or not to treat the first line of the CSV file as header and ignore for processing
- CSV download name pattern - for the *manual* implementation method, you can choose the naming pattern for the (manual review-links) output file. You can configure the file name in three parts: *prefix*, *middle*, and *suffix*. Each part can be configured to one of the following options:
- none - do not include this part in the output file name
- original filename - put the name of the uploaded file (without extension) here
- custom - put the user-defined text here. You can mention the user-defined text in the *Prefix custom*, *Middle custom*, and *Suffix custom* fields for all three parts
- created timestamp - put here the value of the Unix timestamp at which the import was created inside the app

If all three parts are left as *none* (default), then, the original file name will be chosen as the output file name. In addition to the three name parts, you can also definesimple *Search* and *Replace* text strings. The app will look for the text specified in the *Search* field and replace it with the text specified in the *Replace* field in the final output

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file name. This operation is applied **after** the name generation based on selected *prefix*, *middle*, and *suffix* values.

14.1.3 Notifications

Here, users can set the means with which they will be notified about their import status. The app offers two methods:

- Email - After processing the file, an email will be sent to the proper, registered email address. You can also provide alternative email address(es) if you don't wish to receive emails on your registered email address. Imports with *failed validation* or *finished with errors* will result in an email containing all validation errors found in the import

- SFTP - After processing the file, a file with the same name as the uploaded file and *.err* or .ok suffix will be uploaded on the SFTP server. In case of validation failure, a file with *.err* suffix containing all error messages will be placed on your SFTP server. In case of *finished with errors*, no file will be placed. In case of a complete, successful import, an empty file with the .ok suffix will be placed. This method only works with input sources with remote-download configurations

You can also choose to **Hide personally identifiable information** (email, phone number, etc.) from the notification content.

14.1.4 SRR Project

Here, you can specify if the orders from each import of this input source should go to a selected SRR project. For input sources with multiple shops, you can select the SRR project for each shop.

14.1.5 Push to SRR

Here, you can choose to push data from specific columns of the input source orders to SRR addRecipient API as *metadata*, *product dynamic questions*, or *product metamatrix*.

14.1.6. Input Source Settings (Advanced)

a. SRR Project Mapping[5]

If you want to map the orders from the import to different SRR projects based on specific attribute value(s) of the orders, you can define project mapping here. You can specify the values of one or more columns and the SRR project to choose if the order matches the value(s).

For example, if you require that:

- all orders having value "DE" in column "LANGUAGE" should go to the SRR project "Campaign_DE"

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[5] If you have multiple accounts and need to use one master user and to create a mapping schema, send us your CSV with the desired column to use as key for shop mapping.

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- all orders having value "EN" in column "LANGUAGE" and "UK" in column "COUNTRY" should go to the SRR project "Campaign_UK"
- all orders having value "EN" in column "LANGUAGE" and "US" in column "COUNTRY" should go to the SRR project "Campaign_US"

b. Shop Mapping

If your input source has multiple shops and your import schema does not contain SHOP_ID column mapping for direct shop-ID mapping, then, you must define manual shop-mapping here. This helps the app identify which orders should go to which shops. You can specify the values of one or more columns and the shop to choose if the order matches the value(s).

Here, you also have the option to auto-generate shop mapping in bulk if one of your input-source columns represents "Connect" *username* or *external_id*. From the auto-generate form, you can choose the input source *column*, as well as the *property* that it represents (username, external ID) and click on the *Generate* button. This will fetch all direct children of the user from "Connect" and generate shop mapping for each of the children based on selected *column* and *property*.

c. Manual Input-Source Settings

For an input source with a *manual* implementation method, you can manage the following settings:

- Review link type - whether the review links generated should be *Core* (Legacy - www.eKomi.de) or *SFF* (Smart Feedback Forms - smartforms.eKomi.com)
- SFF form ID - if the *Review link type* is set to *SFF*, then, you can define whether a form ID should be appended to the link
- Push data to SRR as well - by default, the data for an input source with the *manual* implementation method is sent only to Legacy. By enabling this option, you can choose to send the data to SRR as well. Before you do that, you should disable any campaigns in SRR, otherwise, emails/SMS might be sent as a result, which is never intended for the *manual* implementation method
- Destination - whether to manually download the (manual review links) output file, have it automatically uploaded to your remote server (only works with a remote-download input source), or to your local storage server (only works with local-storage input source)

Once a structure is defined and settings are checked, the user can upload the file by clicking the file upload icon.

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After a file is uploaded, the user needs to click the process icon in order for the CSV app to consume the file and process orders. The result can be viewed here:

Once the file is processed, the status of orders can be viewed here:

14.2 Pulse
14.2.1 Dashboard

The application provides an analytic dashboard view, which is based on the reviews and ratings for shops, products, orders or any other entities. The key performance indicators shown on Pulse are a valuable way for clients to improve their performance, improve their marketing campaigns and assess their benchmarking needs by gaining valuable insights from customer feedback. The Pulse dashboard helps shops to increase trust and customer satisfaction, and to improve sales by using the power of customer reviews. Different widgets and gauges can be activated in Pulse to break down reviews, filter statistics historically, monitor trends and more. The dashboard can be accessed by clicking on "Advanced" from the Lite dashboard.

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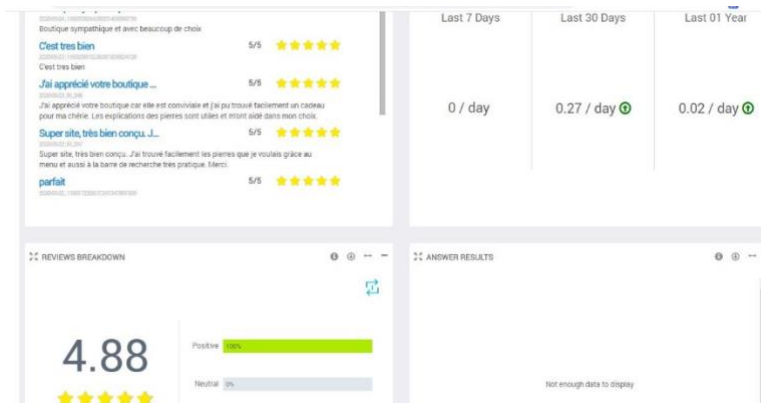
14.2.2 Data Sources

Pulse aggregates data from different data sources and shows results in various formats. The view can vary from a simple histogram or time line to a complex-report widget that uses combined regions, or categories. Pulse also has NPS widgets used for QA or customer-satisfaction purposes.
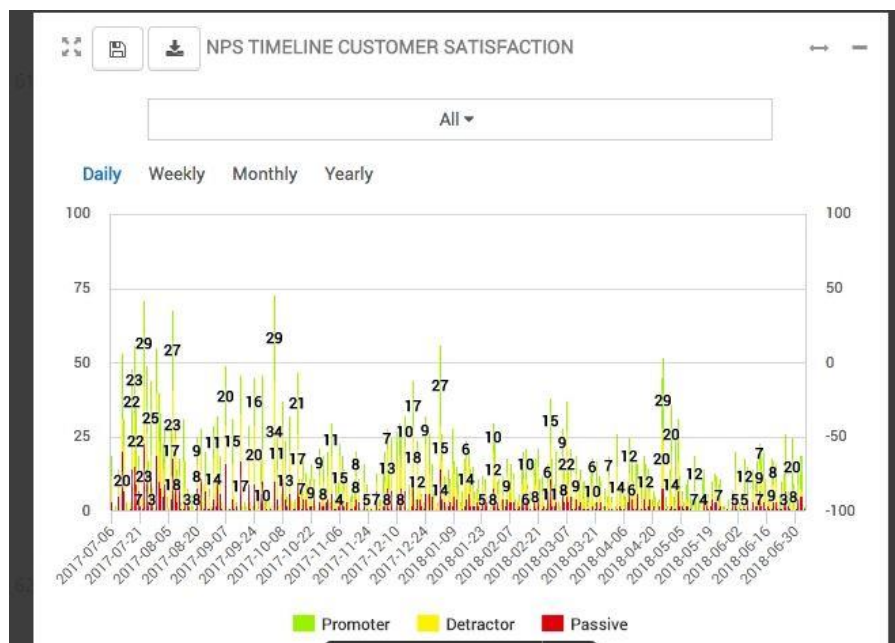
14.3 Feedback Engagement

FE is an advance app that allows handling of all feedback collection (whether reviews or market research) by easily replying to feedback or engaging in a private dialog. This new application is a replacement for the eKomi client area.

 *A separate PDF user-guide is available on request. Subscriptions for the FE are available from this link. https://store.eKomiapps.de/en/packages/customised-reports-package/details.
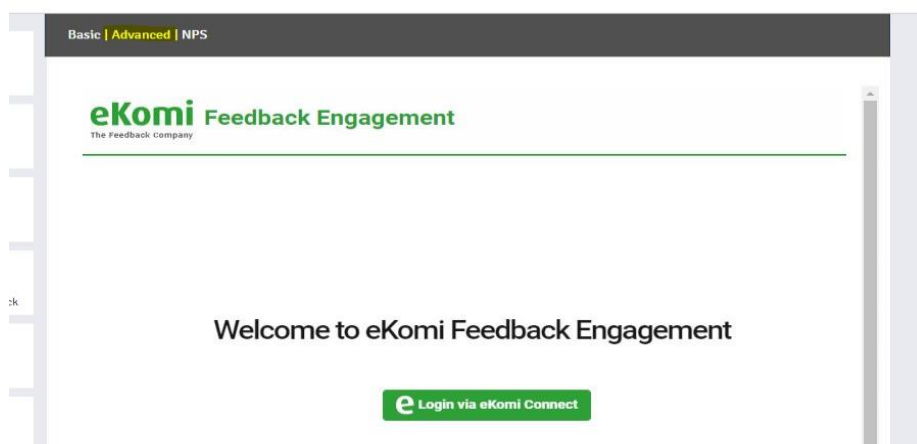
14.4 Insurbi

It is the eKomi Business-Intelligence App whereby users can create custom queries and custom dashboards with this powerful insight app. The BI app gives complete control over your data as you can access databases directly and create any kind of custom reports.

Subscriptions to the tool are available from this link:

https://store.eKomiapps.de/en/packages/business-intelligence-app/details
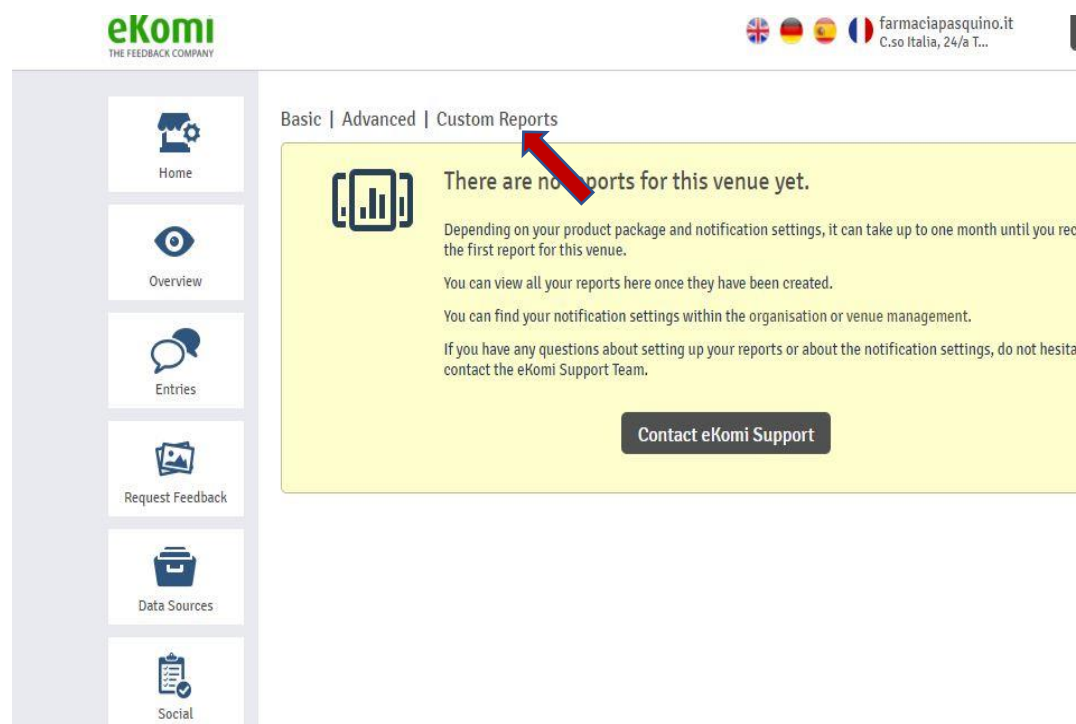
14.5 ARI

This tool allows you to import existing reviews into eKomi. The biggest benefit is that clients

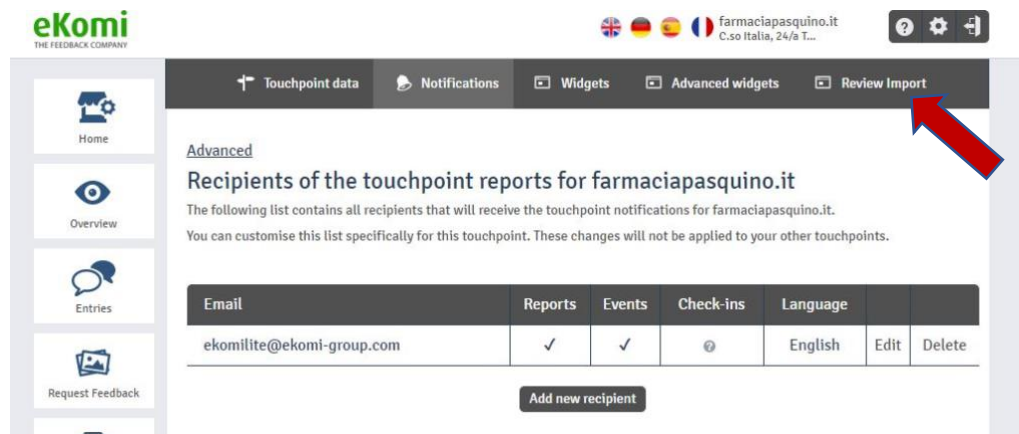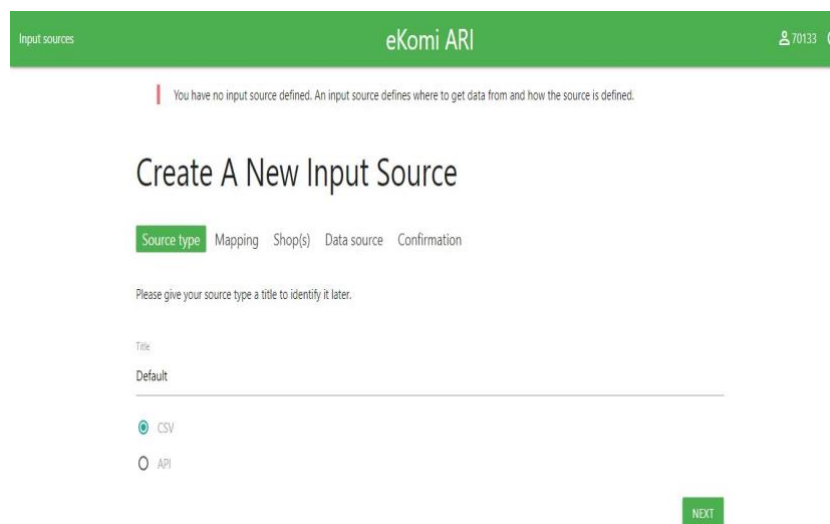don't have to lose their existing reviews when they join eKomi. The tool is accessible from the Lite interface.

ARI has a similar layout and interface as the CSV app, which means, an initial CSV input-source must be defined for import via CSV. Alternatively, an input source can also be defined for an import using API. [6]
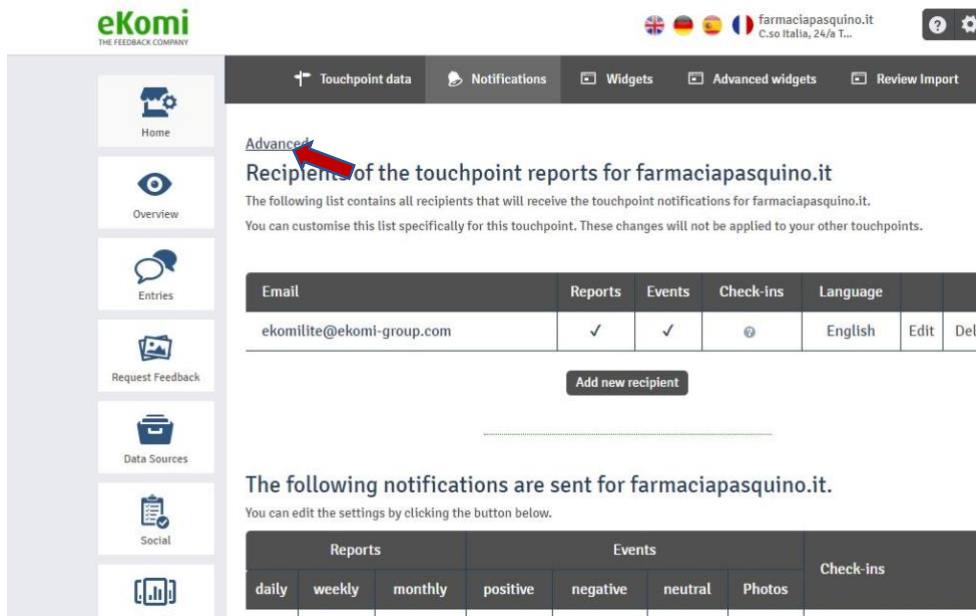

(Note: please consult with eKomi support.)

To start importing your already-collected reviews, click on the link and subscribe.

https://store.eKomiapps.de/en/packages/import-existing-reviews/details

14.6 Workflow App

The workflow app allows you to create customized notifications. For example, if you want to be notified before a review is published, you can easily configure it and communicate with the customer, especially if it's a negative feedback. This gives you very good control over managing overall reputation. The tool is accessible from Lite by clicking on the "Advanced" link.
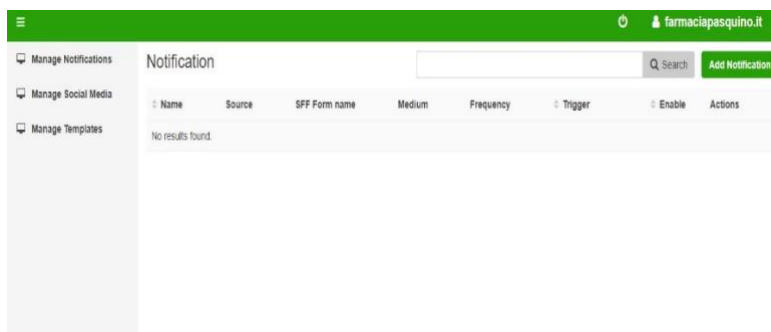
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[6] It is recommended to contact eKomi support to setup an input source for your account.

To set up the solution, we need the following data:

- Genre of notification (seller or product reviews or both)
- Type of notification (positive, negative or neutral)
- Frequency (instant, daily, weekly or monthly)
- Recipient (email of the persons to receive the notification)

Subscription to the WF (Workflow) solution can be requested via this link:
https://store.eKomiapps.de/en/packages/workflow/details

14.7 POS

The eKomi POS (Point Of Sale) app (also called "The Feedback App" or "App") has been developed to allow clients to obtain feedback from their customers directly on-site. The POS App is versatile, configurable and user-friendly. It adapts to almost every situation and the customer can immediately assess how satisfied he was with the service. The review is based on a 5-star or smiley logic and followed by free-text. Optional questions such as NPS, multiple choice, star scale, smiley scale, and free text can be configured to complete the

survey. To use the eKomi POS App on your device, users must install it by downloading it from the corresponding app store. If you have an iOS device, open the Appstore (iTunes), otherwise the Play Store (Google Play). Use the search function in the AppStore / Playstore to search for "eKomi" and select "The Feedback App" from the developer eKomi. Then, simply download and install it (be aware that an internet connection is mandatory for this step).
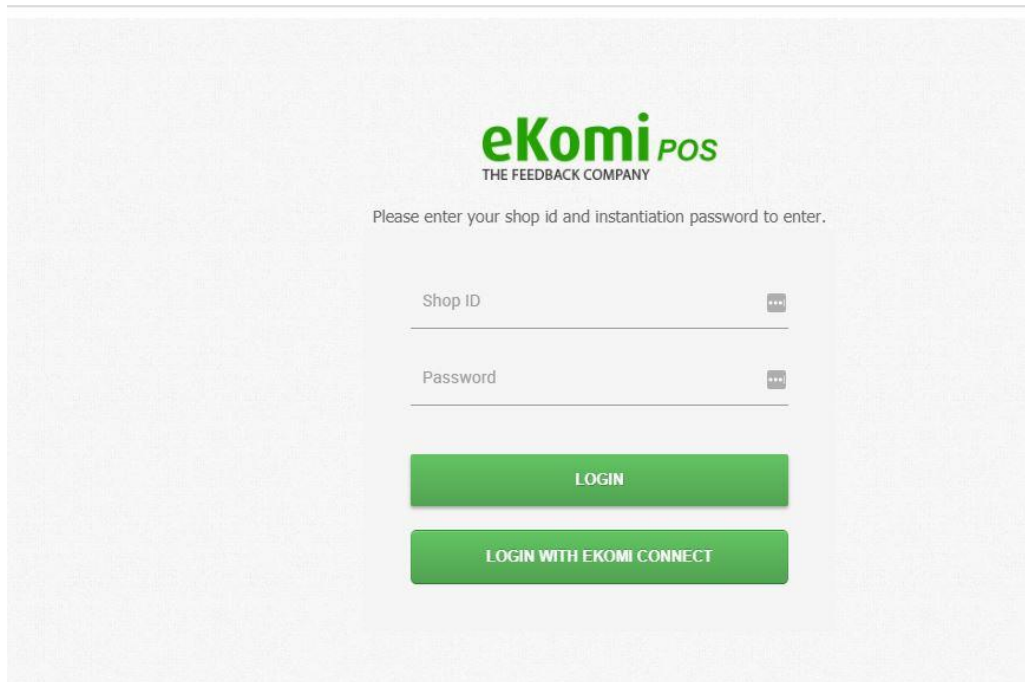
Google Play: https://play.google.com/store/apps/details?id=com.eKomi.pos2

iTunes: https://itunes.apple.com/us/app/the-feedback-app/id1147527725?mt=8

The feedback app can be accessed via this link, https://pos.eKomi.com/admin/login,

or directly from Lite by clicking on the "Go to POS" link:
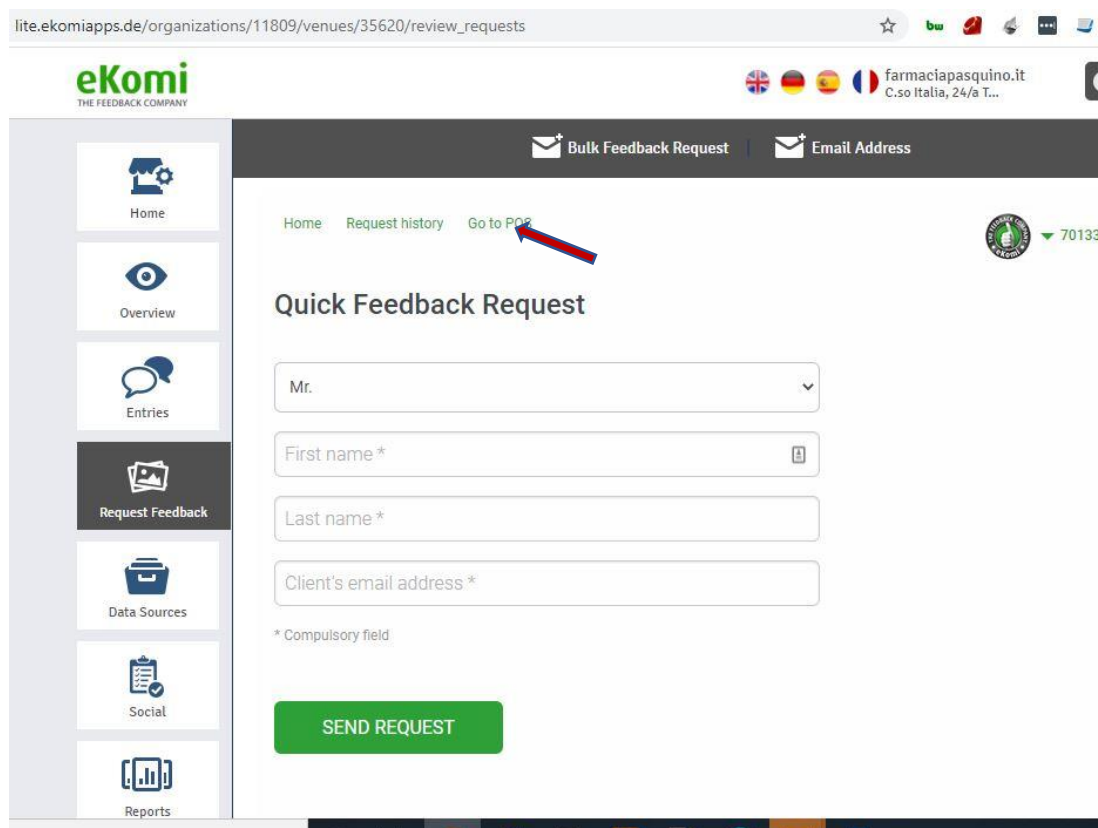
*Steps on how to configure the Feedback App are available in a separate manual.

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eKomi offers different subscription plans which vary from premium to professional packages. Users can subscribe to a plan via this Appstore link:
https://store.eKomiapps.de/en/packages/pos-tablet-professional/details

14.8 QR

Lite also has the Quick-Review Link (QR Link) solution. It is a static link that clients can use to request feedback from their end customers. This implementation is set up internally by eKomi. Once it is completed, the link will be submitted to the customer. **Our clients are responsible for sending this link to their end customers.** If a client chooses to use the QR Link, it is important to know that the order ID associated to the review will be a randomly generated ID.

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Static links can also be implemented in the form of QR codes, which allows clients to print feedback links embedded in QR Codes, using a bar code scanner. This is offered as a separate package via subscription in the Appstore:
https://store.eKomiapps.de/en/packages/enable-qr-codes/details
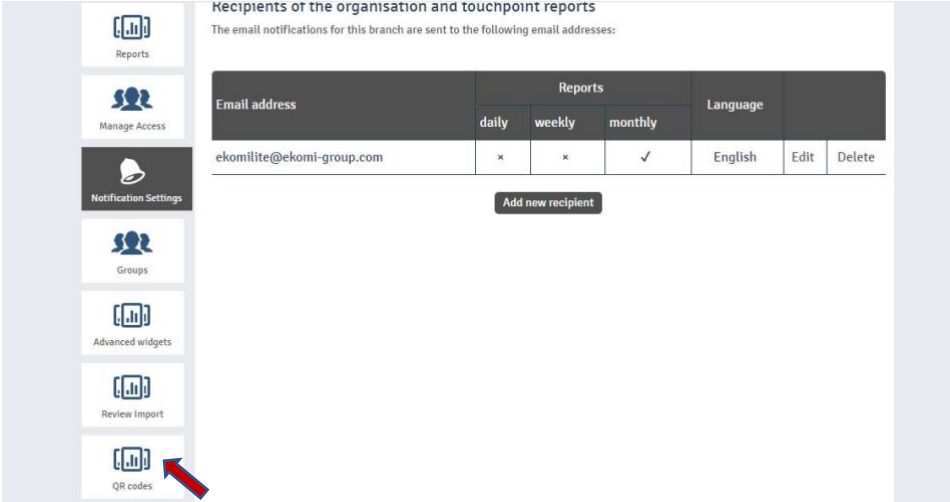
15. Data Privacy Compliance (GDPR)

The EU law on data protection and privacy in the European Union and the European Economic Area has made eKomi review its technology infrastructure and made all its internal communication channels GDPR compliant. In accordance with the General Data Protection Regulation 2016/679, eKomi has authored and made available documentation on the handling of data as stipulated by the GDPR norms. The documentation is accessible in the eKomi Core client-area:

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The information is also available from the new platform, Lite:

16. Appendix

How to customize my surveys: *https://fbk.st/7dk*

How to customize my email/SMS template: *https://fbk.st/7dj*

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How to create a Pop Up/IFF code: https://fbk.st/7dm

How to create my eKomi widget: https://fbk.st/7dn

How to create my eKomi PRC widget (for displaying product reviews): https://fbk.st/7do

How to manage my feedback: https://fbk.st/7ptk

Where to find the credentials for the integration via Plugin or API: http://tiny.cc/x1z57y

How to generate your PRC Widget token to reflect the product valuations through our module: http://tiny.cc/lc057y

Which implementation method best fits my company: http://tiny.cc/2j394y

How to connect Facebook:
https://www.loom.com/share/3e0f80b923b44055a887e0bb6d0f12ca

How to share a review on a FB page:
https://www.loom.com/share/ffaf7c3345004e7faae40a9f928385fd