INDITION COMMERCE · PRODUCT UPDATE

Turn your happiest customers into your best sales team

Shoppers trust other shoppers. The Indition Reviews module brings authentic star ratings, written and video reviews, and rich photos to your storefront — for your **products** and now for your **stores** too, complete with scan-to-review QR codes — with the moderation controls and reporting you need to keep them trustworthy.

Before they buy, your customers want to hear from people just like them. A product with real reviews and a few honest photos converts far better than one without — and now you can collect, moderate, and showcase those reviews natively, right inside your store. No third-party widget, no monthly per-review fee, no data living somewhere you don't control.

Reviews that actually help people decide

Customers rate products on a familiar five-star scale and, when you turn it on, on the specific qualities that matter for your catalogue — Quality, Durability, Ease of use, whatever fits. They can add a title, write as much or as little as they like, and attach **photos and even video**. Each product page can show an at-a-glance summary, a star breakdown, and a "Customers say" snapshot, so shoppers get the gist in seconds and the detail when they want it.

> *A "Verified Purchase" badge shows when a review comes from a real, completed order — the trust signal shoppers look for.*

You stay in control

Reviews are only as valuable as they are trustworthy, so moderation is built in and entirely up to you. Decide who can review — signed-in customers, verified buyers only,

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or guests. Hold everything for approval, or auto-publish clean reviews and only step in when something needs attention. Keep a blacklist of words that flag or block a review, choose how to handle reviews that contain links, and approve photos and videos before they appear. Every review can be approved, rejected with a reason, or answered with a public **store response** — because how you reply to feedback is part of your brand.

Ask, and you shall receive (more reviews)

The best reviews come from customers you nudge at the right moment. Send a customer a friendly invitation to review something they bought, straight from the product's Reviews tab. The link drops them onto a ready-to-go review form — and it works even when you require a verified purchase, so the people you invite never hit a wall.

Designed to fit your store

Five drag-and-drop storefront blocks let you put reviews exactly where they belong:

- **Product Reviews** — the full reviews section, with sorting, filtering, photos, and helpful votes.
- **Rating Badge** — a compact star rating and count for right under the product title.
- **Featured Review** — spotlight your most helpful or highest-rated review as a testimonial.
- **Customers Say** — the quick summary, including per-quality averages.
- **Write a Review** — a clean submission form with photo and video upload.

Every block matches your theme — colours, stars, sizes — right from the editor, with no code. And because the reviews are part of the page, they help your products get found in search, not just admired after the click.

Now your stores can earn reviews too

Reviews aren't just for products. Indition Reviews now collects **store reviews** — how customers feel about your business and each of your locations — with the same moderation, photos, and reporting you already trust. Add qualities that matter for a

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store, like Cleanliness, Staff, or Wait time, and let a “Verified Buyer” badge vouch for the people leaving them.

The best part: for every store location, print a **QR code**. A customer scans it on their phone and lands right on a review form for that exact store — turning a receipt, a counter sign, or a pickup bag into a steady stream of local reviews. Run it standalone, or per-location when you use In-Store Pickup.

> *A printed QR code in each store turns a quick visit into a review — no app, no login, no friction.*

Reach out from anywhere — even in bulk

Open any customer’s page and you’ll find a Reviews tab with everything they’ve written, plus one-click buttons to invite them to review a product they bought or your store. Need to reach more people? A **Send Review Requests** action on your customer list emails a whole audience at once — product invitations, store invitations, or both — one message per customer, with anyone you asked recently skipped automatically.

Know what your customers think

Built-in reports show your approved, rejected, positive, and negative reviews, and a custom report lets you slice by date, rating, status, and verified purchases — all exportable to a spreadsheet. The patterns in your reviews are some of the most honest product feedback you’ll ever get; now it’s a click away.

Roll it out on your terms

The module ships switched off and turns on per store from a single, guided settings screen, so nothing changes on your live storefront until you’re ready. Flip it on, add the blocks to a product page, invite a few customers — and let your best customers do some selling for you.

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