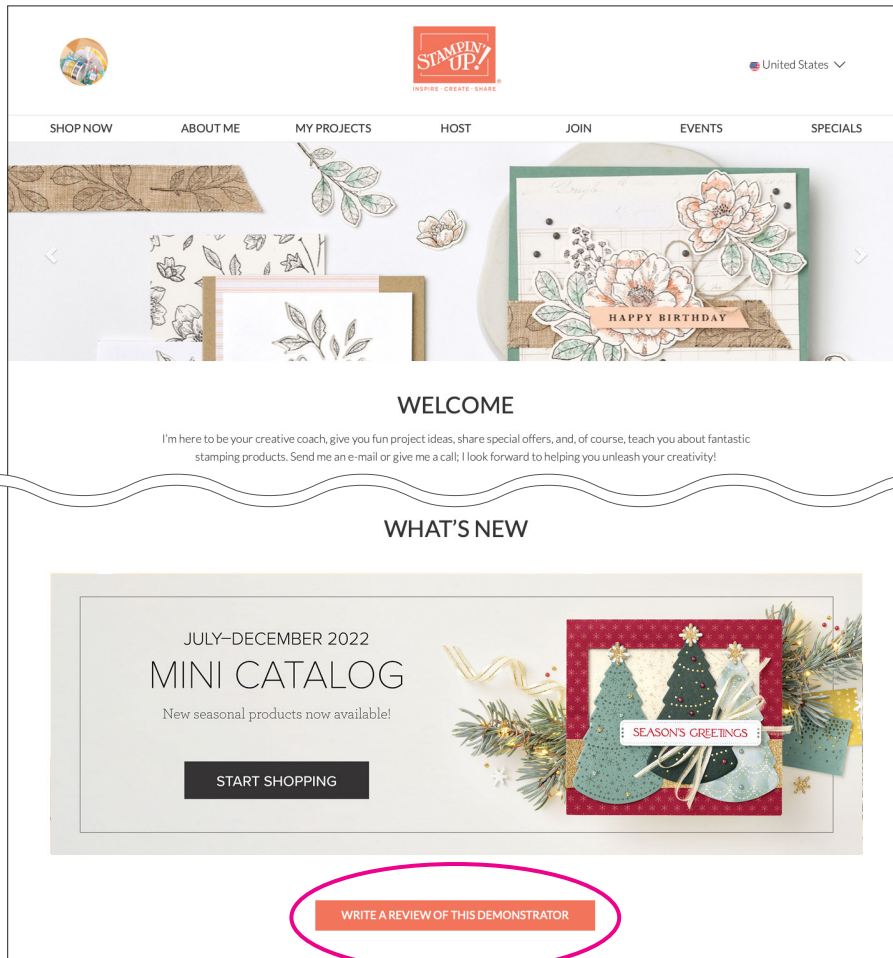


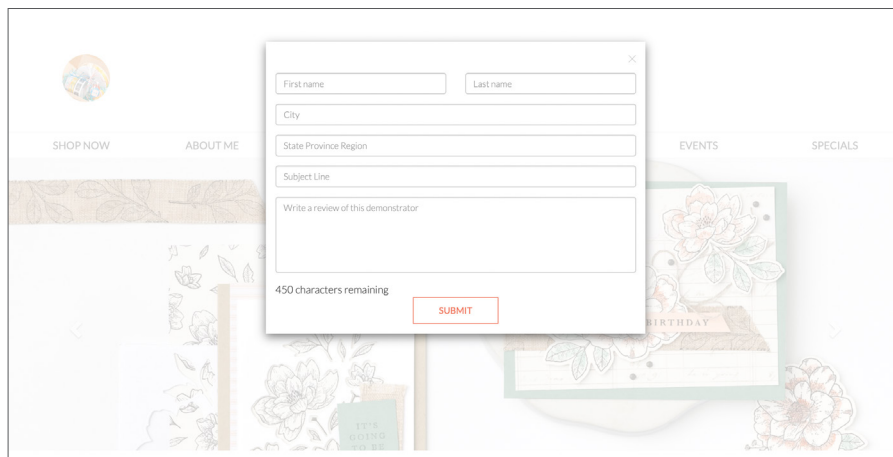
# CUSTOMER REVIEWS FEATURE

Personalize your website by showing customer reviews! Just like Google or other retail sites, you can post customer reviews on your website. Set yourself apart when potential customers might be searching for a demonstrator and help potential customers get to know you a little better. We hope this feature will also help build loyalty for your existing customers.

## HOW A CUSTOMER SUBMITS A REVIEW



When a customer arrives on your website they will see “Write a Review of this Demonstrator.”



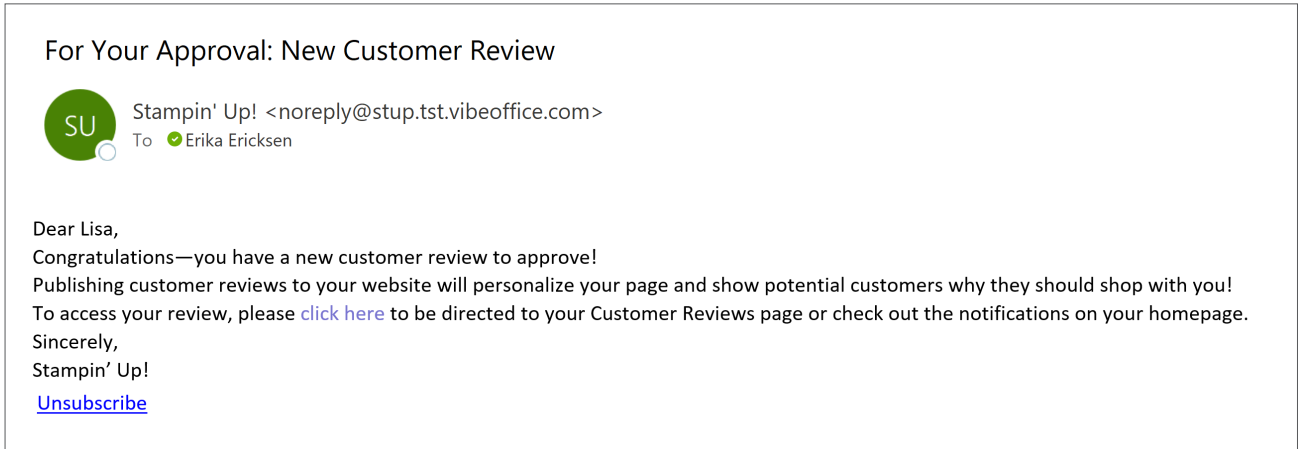
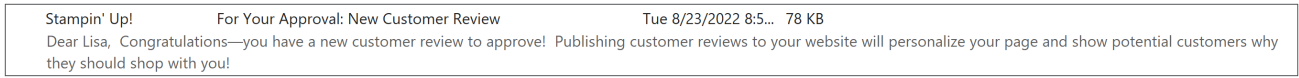
To submit a review or testimonial, customers click the button and complete a short form. After they complete the form, they will need to click the “Submit” button. They are not required to fill out all the fields of this form. If they leave identifying information, you are welcome to reach out to the customer to thank them for their feedback.



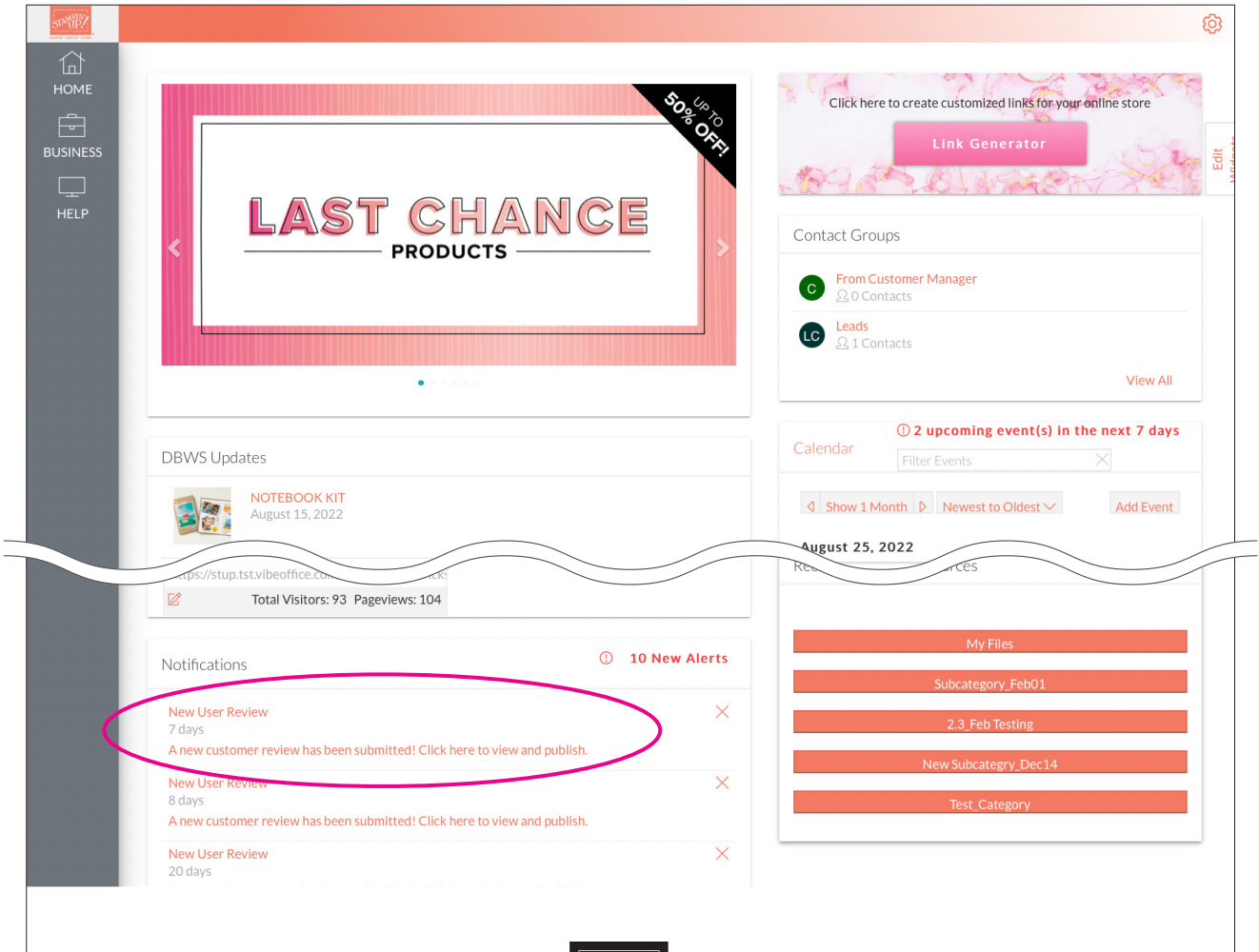
### VIEWING PENDING SUBMITTED REVIEWS

When a customer submits a review, you will be notified via email and in your DBWS notification section. You can access your pending reviews multiple ways.

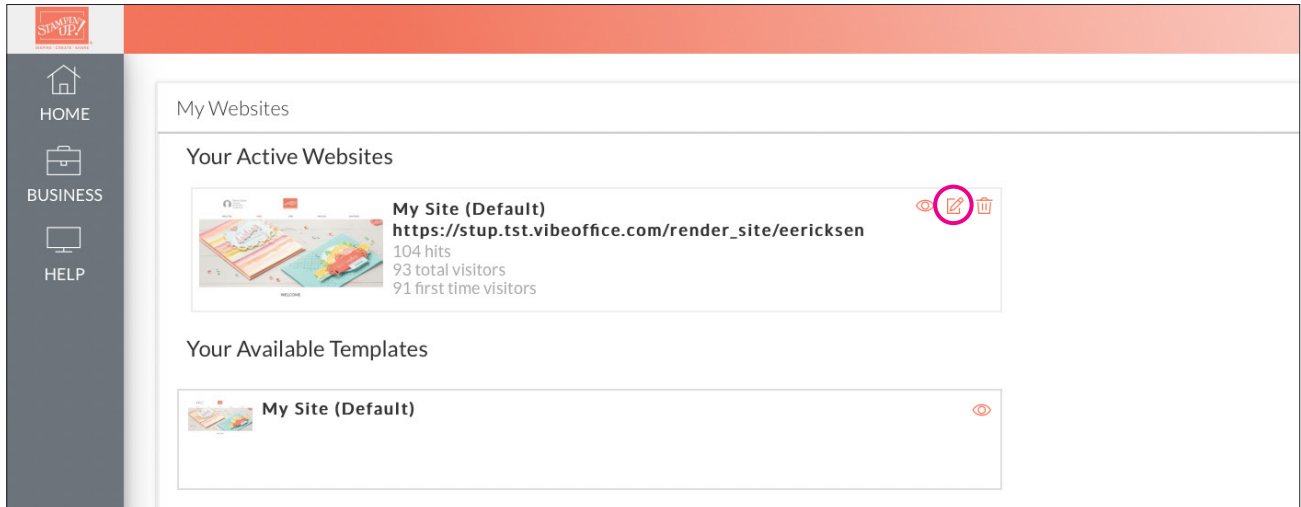
1. Click on the link provided in your notification email.



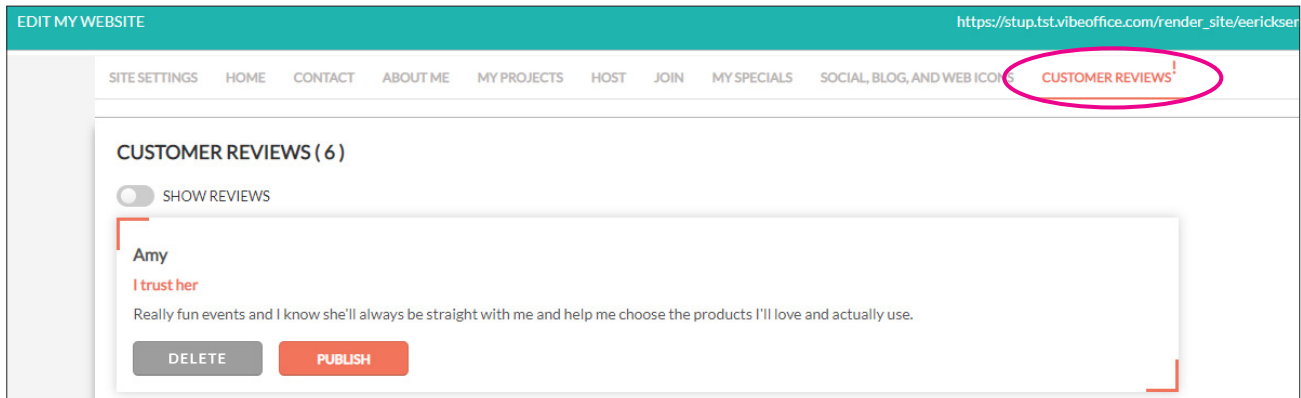
2. Click on the notification in your Notifications section on your DBWS homepage.



3. Navigate to your “Edit My Website” page (see page 2 of “Setting Up Your Customer-Facing Website document”).

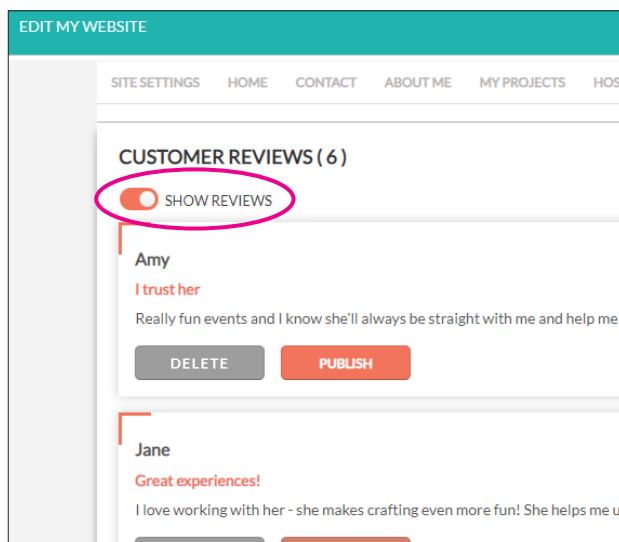


Click on the “Customer Reviews” tab. If you have a new review, you will see a red exclamation point!



## SHOWING REVIEWS

To show your reviews on your homepage make sure the toggle “Show Reviews” is selected.



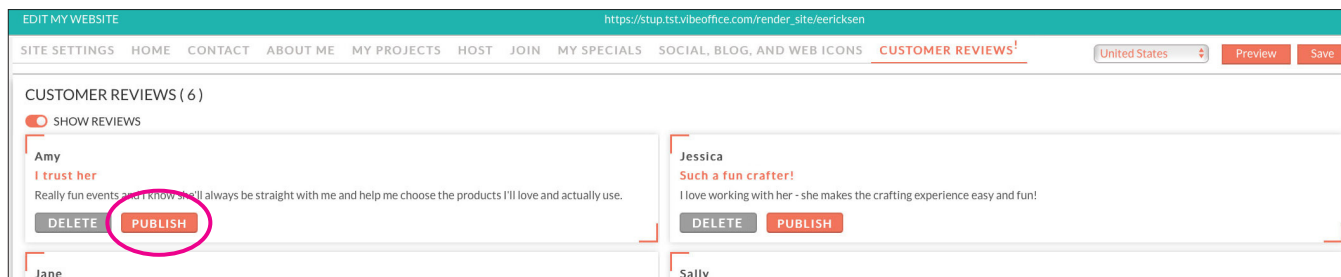
You will see all reviews that have been submitted. You can choose which reviews to highlight and show on your homepage. These reviews should be genuine and from your actual customers. As a reminder: Stampin’ Up! strictly prohibits demonstrators from making any claims via any statement, social media post, in video, written, audio recording, or any other form of media that conveys a potentially false or misleading message to a third party who would or could reasonably rely on the message.

As you are selecting reviews to publish, please ensure that your customers are not making any misleading or unrealistic claims about our products or earnings.

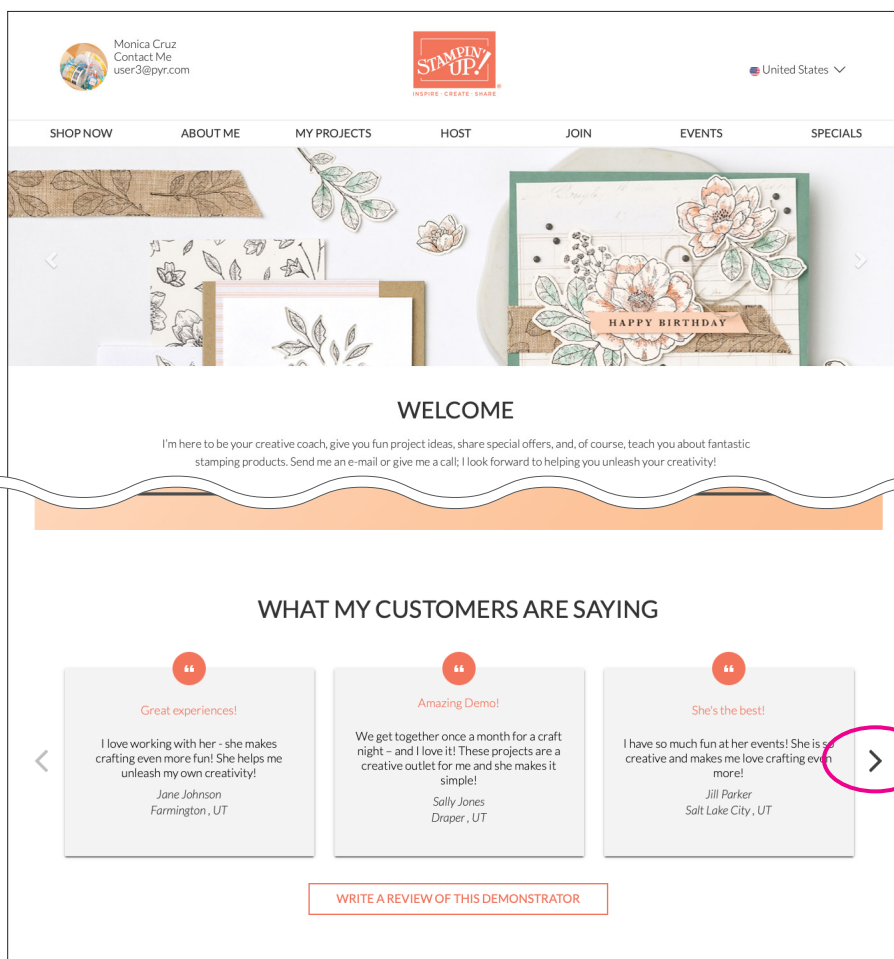
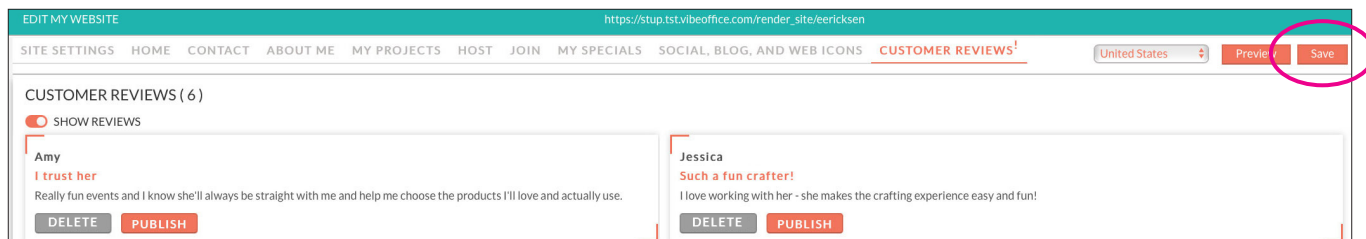


## PUBLISHING REVIEWS

Click the “Publish” button on the reviews that you would like to see on your website.



After you’ve selected the reviews by clicking “Publish,” click the “Save” button. Prior to saving you can also click the “Preview” button to see what the reviews will look like once published.



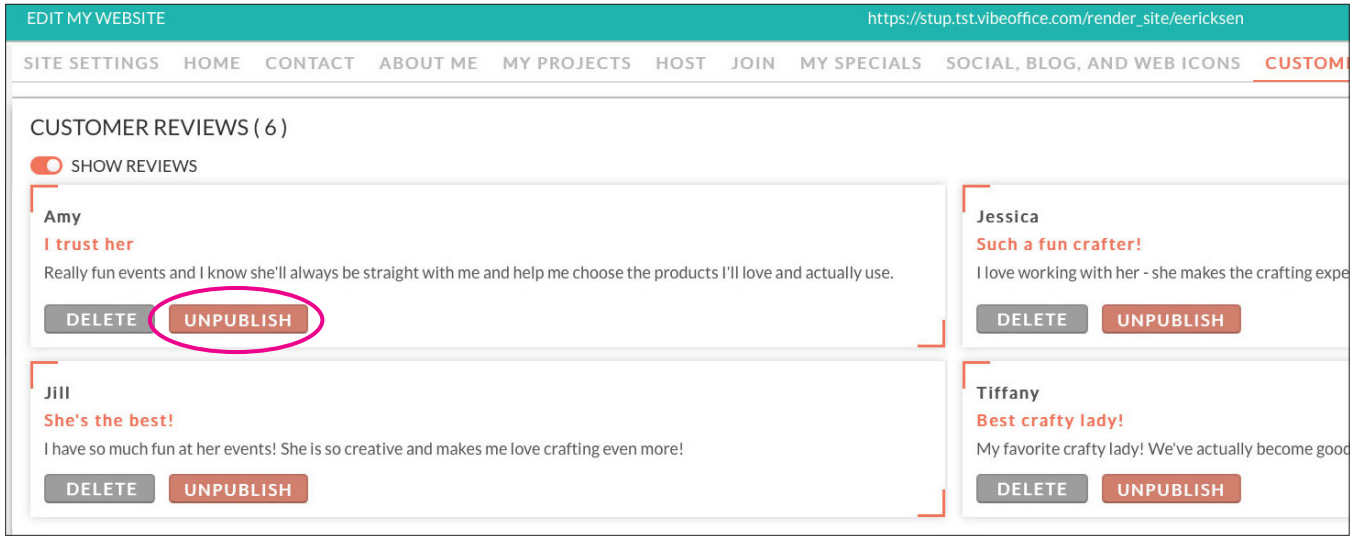
Only three reviews will be visible at once on your homepage. If you select to publish more than three, arrows will appear for the customer to slide over to see additional reviews. There is no limit to how many reviews you may choose to publish.



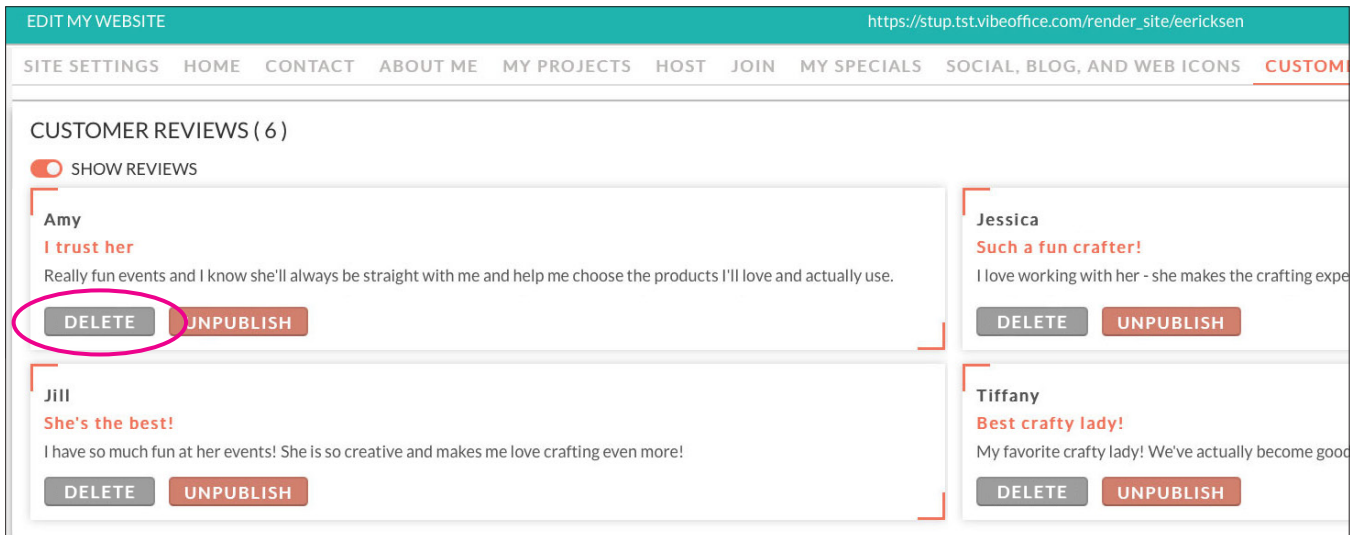
## UNPUBLISHING REVIEWS

If you would like to remove a review from your site, simply click the “Unpublish” button.

Note: Regulatory authorities permit you to omit reviews that include profanity or hate speech, contain personal, confidential, false, or misleading information, or reviews that do not make sense. The law does not permit you to prohibit or hide a review simply because a customer expresses a negative viewpoint.



To permanently delete a review from your back office and customer-facing website, click the “Delete” button.



## HIDE ALL REVIEWS

If you do not wish to show any reviews, you can click on the toggle “Show Reviews.” It will then turn grey, and your reviews will no longer be visible to customers on your website.

