For Version: xt:Commerce 3.0

FOXRATE INTEGRATION MANUAL

INSTRUCTIONS FOR THE INTEGRATION OF THE FOXRATE
RATING SYSTEM IN YOUR SALES CHANNEL

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1. WHAT IS FOXRATE?

As an 'Application Service Provider' FOXRATE offers a **free** browser based application. FOXRATE enables companies trading over the internet to collect and generate customer reviews from divers sales channels (Online Shops, eBay, Amazon and more). These reviews offer a complete overview of the company's sales activity from across the web, visible from the 'FOXRATE Traders Profile' and through a number of widgets available for your online presences.

Further advantages include a number of automated tasks, including an automated arbitration process for negative ratings and respective email templates with placeholders for customization.

Once the system has been successfully configured, the trader can concentrate fully on their sales activities, without having to intensively work on customer communication as well.

And despite the reduction in communication effort, with every new generated and imported review, the trust of customers in the traders business increases, and increase sales conversion rates.

2. WHY INTEGRATE FOXRATE IN YOUR OWN SALES CHANNEL?

FOXRATE is free! Once integrated in a sales channel, FOXRATE collects, organizes and presents customer opinions almost completely automatically. This includes the setup of reminder mails, reward possibilities for very good or improved reviews, and even an automated arbitration process in the case of problems or misunderstandings, between the customer and trader, which have lead to negative reviews.

FOXRATE doesn't just generate and collect customer opinions of the trader, but, if you wish, also your customers opinions of the products they buy. Not just through the traders only shop channels, but, and this is unique, directly through eBay sales, in that the eBayy sales data is automatically imported into FOXRATE which dispatches an email requesting a product review.

FOXRATE is well rounded by the further option of a so 'site Feedback widget' through which customers can suggest improvements and notify the trader of errors or praise directly in the traders website. This widget is installable on all websites, regardless of the sales channel.

3. MODULE FOR XT:COMMERCE VERSION 3 - INTRODUCTION

The accompanying installation scripts should, including the folder `foxrate`, be copied into the root folder of your shop, and then opened through a web browser. The installation system functions completely independently of the shops own module system. Therefore you need to make no changes to your shop, and your current system will be in no way modified.

The module is written in PHP and assumes that your system runs with PHP and MYSQL. In order for the module to function correctly, it requires the PHP cURL extension. This must be installed and activated. You can find further information about cUrl here: http://en.wikipedia.org/wiki/CURL

After a successful installation and connection with the FOXRATE system the necessary data will be read by FOXRATE at regular intervals, and, according to the settings selected in the FOXRATE administration panel, rating request emails will be sent.
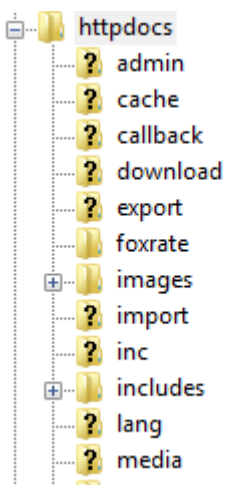
4. THE INSTALLATION STEP BY STEP

STEP 1 – COPY FILES IN TO THE ROOT FOLDER

Upload the complete folder 'foxrate' from the extracted zip file to the root folder of your shop via FTP.
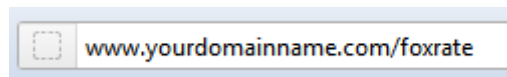

Note: *It is very important that the folder 'foxrate' is writable (chmod 777), so that the configuration settings can be saved!*

STEP 2 – SYSTEM CHECK

With your browser open the folder 'foxrate' on your shops domain.

Now the setup manager will start.

Note: *You can change the language at any time during the setup by simply clicking in the appropriate language icon in the top right.*

The setup assistant will first check whether the PHP version of your hosting account host has the necessary extensions loaded (cURL), whether the foxrate folder is writable and in the correct place, and whether the configuration file of your shop can be read.

Should one or more of the system settings be incorrect, you will see an error message similar to the image below, and will need to correct these problems before the installation can continue.

STEP 3 – DATABASE SETTINGS

Using the data from the shops configuration file, the setup assistant will attempt to setup a connection with your shops database. Should there be a problem with the connection you will be asked to enter the details manually (as shown in the image below). Otherwise the assistant will move automatically to the next step.

Note: *The most likely reason for a problem on this step is a custom prefix for your database tables.*

STEP 4 – SHOP SETTINGS

The Setup Assistant will now try to read the path to your product images and the url of your shops from the configuration file and check to see whether these settings are correct.

Note: *If the checks were successful the input fields will have a green border and a comment after the field. These settings can be adjusted if necessary, or if the assistant was unable to correctly identify them, but as a rule you should be able to simply click save and move to the next step.*

STEP 5 – ENTER YOUR FOXRATE SETTINGS

Now you will be asked for the API details for your FOXRATE account.

These settings can be found in the FOXRATE administration panel under the menu item **Settings >> APIs**

Simply copy the data from the administration panel into the relevant fields of the setup assistant.

On clicking save, these API details will be checked with FOXRATE, and if they are correct, a new shop channel will be added and the installation is finished. A screen similar to the one below wwill then be shown.
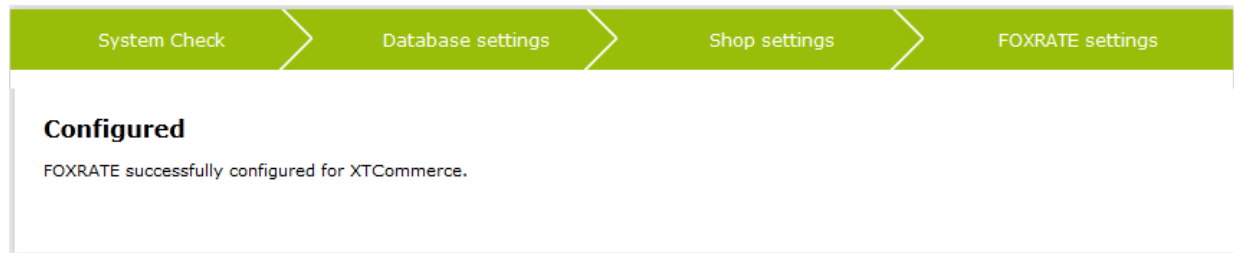
In the FOXRATE administration panel under **Settings>>APIs** the connection to your shop will be shown as a new channel. The column 'channel name' should show the domain name of your shop, and a green tick should be present indicating it is succesfully connected.

Note: *If you click on the tools icon in the right hand column, the connection with your shop will be checked, and a message indicating the status of this connection will be shown.*

5. RE-INSTALLATION

In the case that something in the configuration of the shop has changed, or the connection was for some reason is showing as unsuccessful in the test described above, the assistant can be re-installed at anytime, by simply navigating to the url www.yourshop.com/foxrate/?reset in your browser.

For verification, you will first be asked to enter the API data for your FOXRATE account. When this is saved, the existing FOXRATE configuration will be removed, and the setup assistant will run again from the beginning.

Thank you for using FOXRATE with your xt:Commerce Shop!