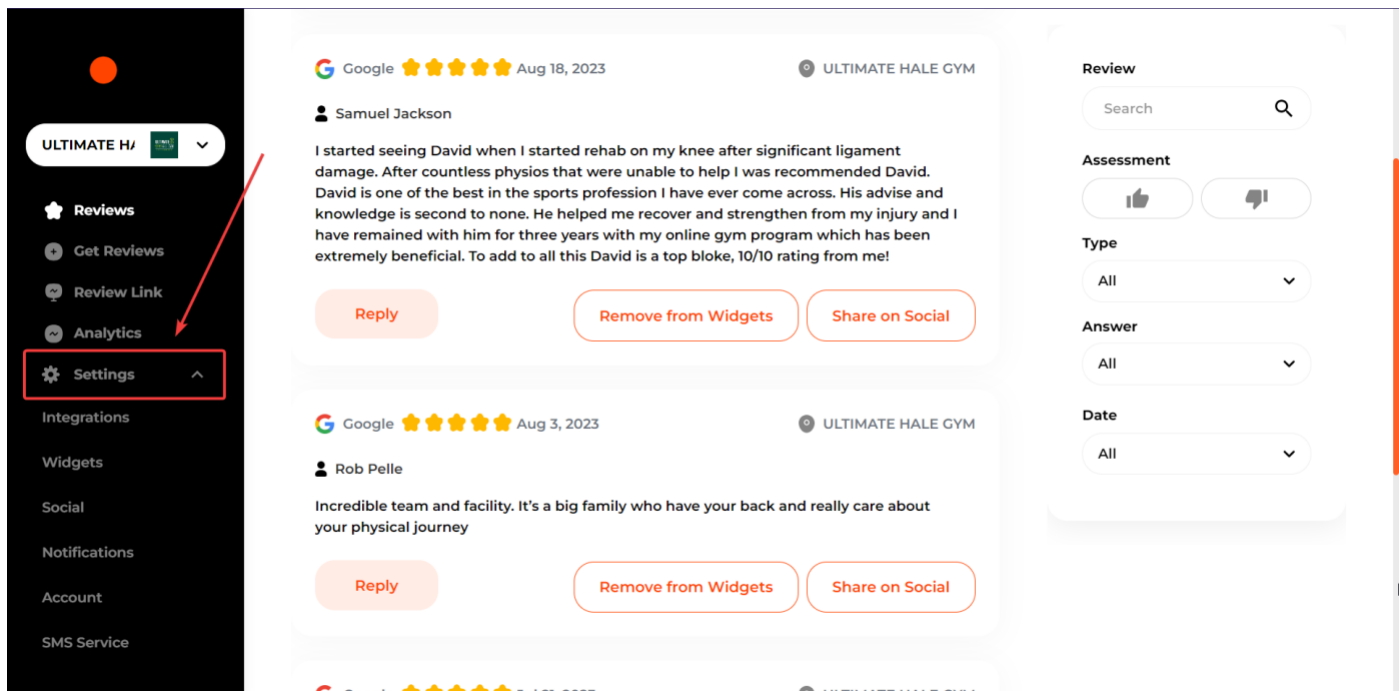


# Valora Quick Start Guide

## Updating Password

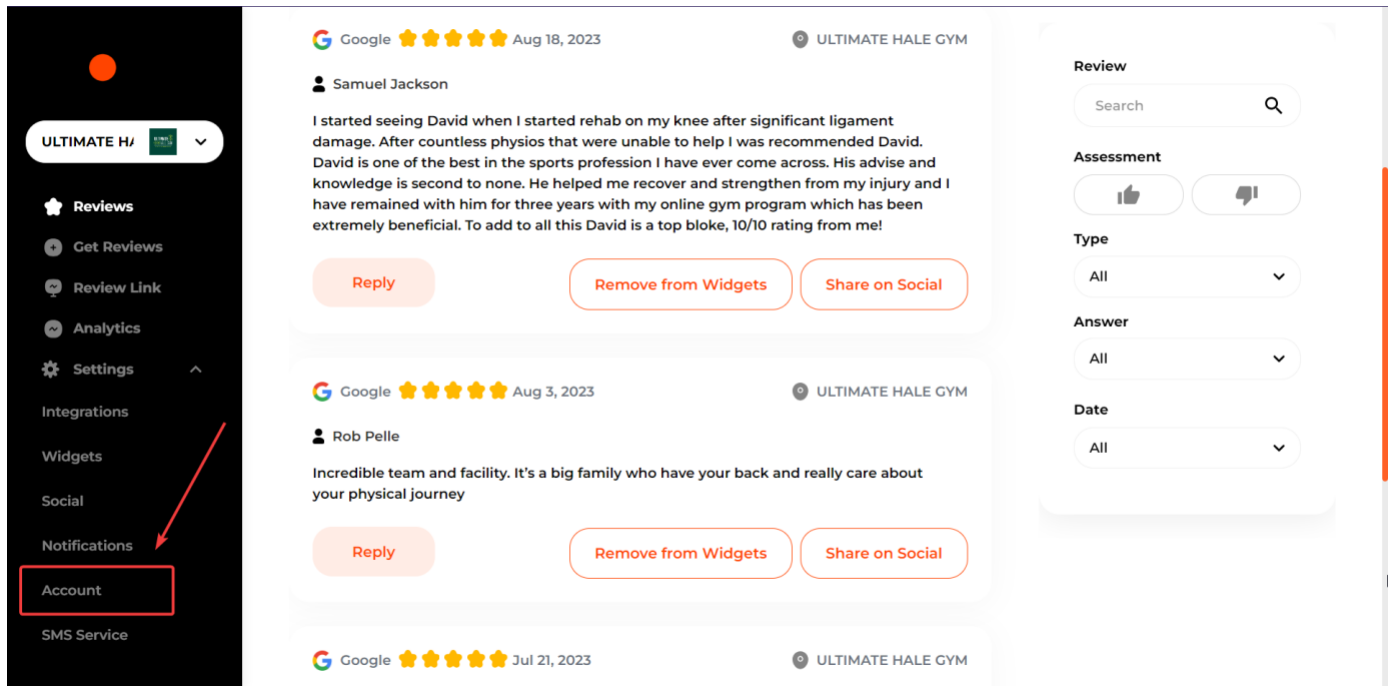
Changing your password helps to keep your account safe.

As soon as you sign in using the credentials sent with the welcome email, you should change the initial password by clicking **Settings** on the left sidebar.

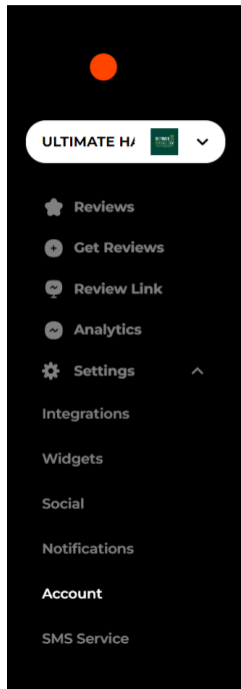


The screenshot displays the Valora user interface. On the left is a dark sidebar with a navigation menu. The 'Settings' option, represented by a gear icon, is highlighted with a red box and a red arrow pointing to it. The main content area shows a list of reviews for 'ULTIMATE HALE GYM'. The first review is from Samuel Jackson, dated August 18, 2023, with a 5-star rating. The review text describes his experience with a physiotherapist named David. Below the review are three buttons: 'Reply', 'Remove from Widgets', and 'Share on Social'. The second review is from Rob Pelle, dated August 3, 2023, with a 5-star rating, praising the gym's team and facility. It also has 'Reply', 'Remove from Widgets', and 'Share on Social' buttons. On the right side of the interface, there is a 'Review' filter panel with a search bar, an 'Assessment' section with thumbs up/down buttons, and three dropdown menus for 'Type', 'Answer', and 'Date', all currently set to 'All'.

Then click **Account**.



You'll be presented with the field to enter your **New Password**.



## Account

Change your password to ensure the security of your account.


Email  
oliver.Br84o@dralias.com

New Password

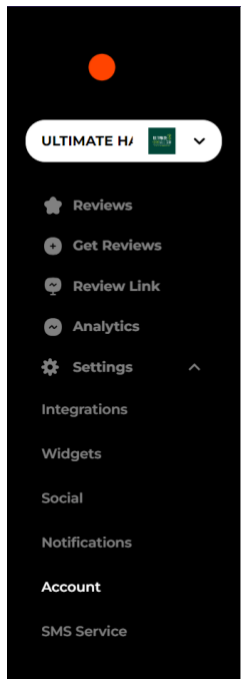
Confirm Password

Choose language  
US

Save



Repeat the same password in the **Confirm Password** field



## Account

Change your password to ensure the security of your account.


Email  
oliver.Br84o@dralias.com

New Password

Confirm Password

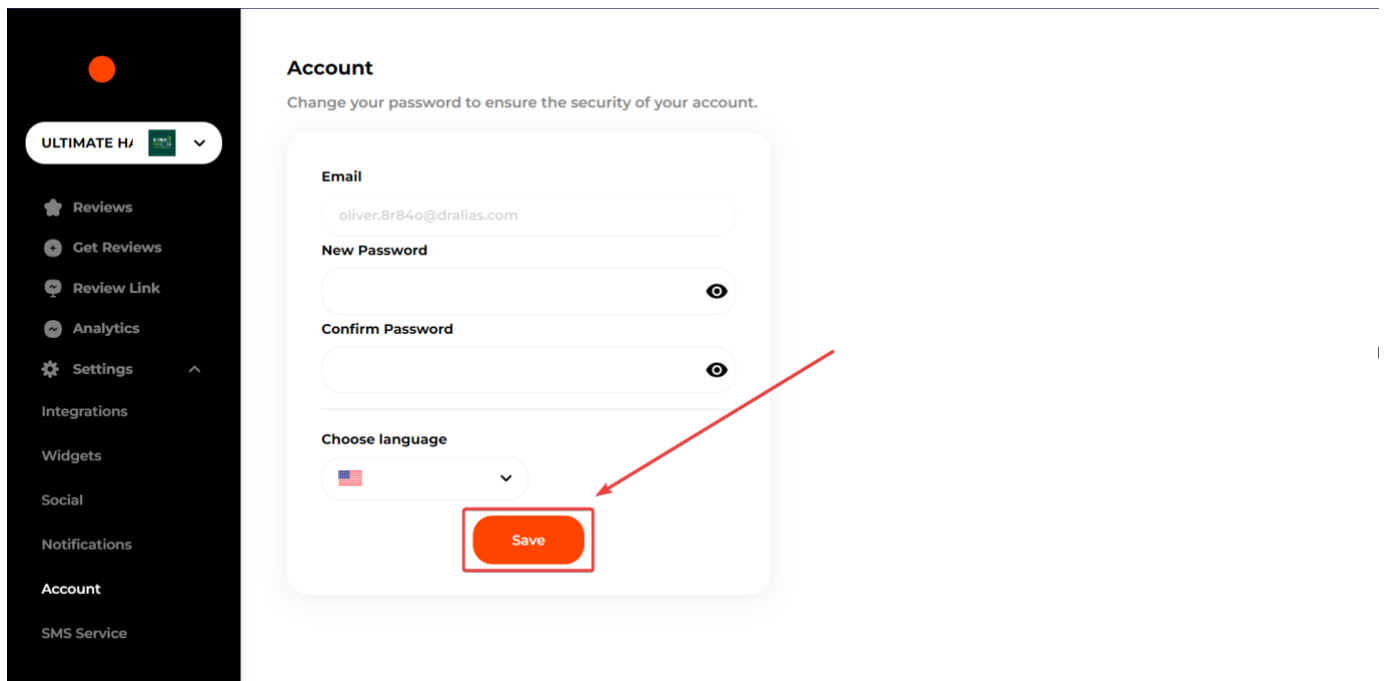
Choose language  
US

Save



Finally, click **Save**.

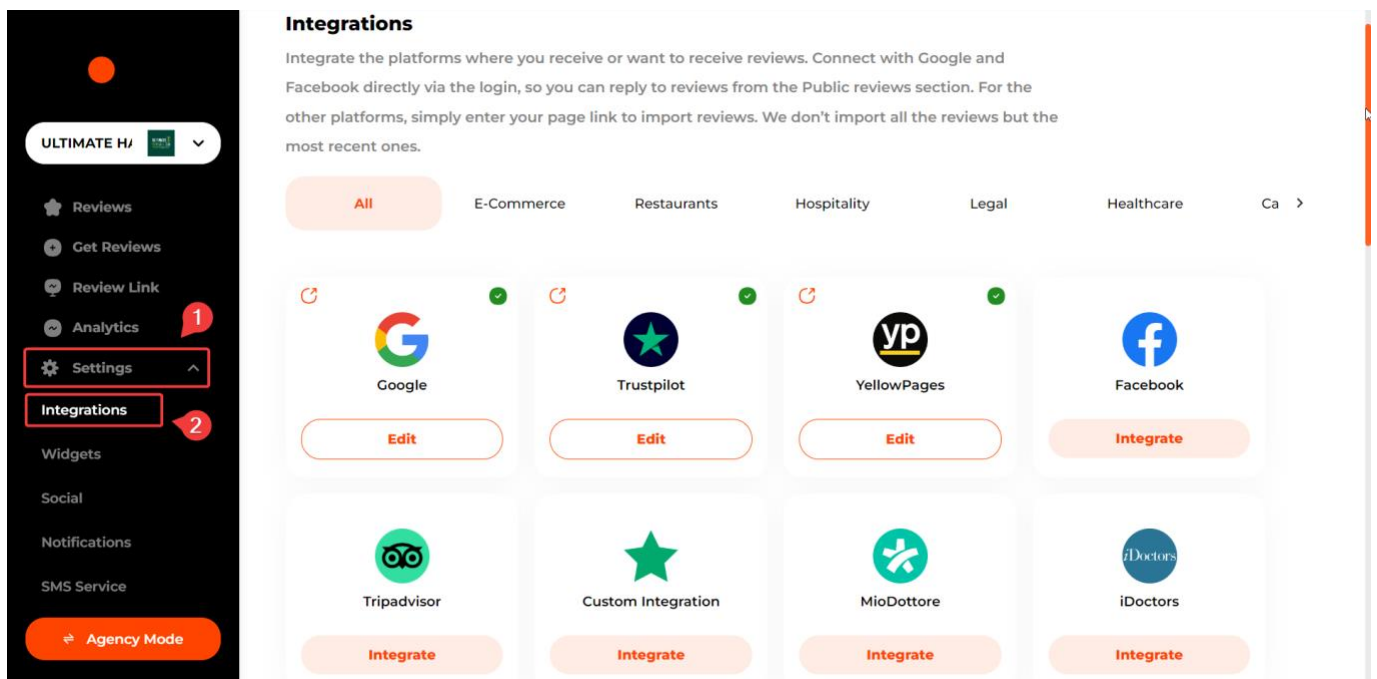
Keep your password safe. Moving forward, use your new password to log into your account.



The screenshot displays the 'Account' settings page. On the left is a dark sidebar with a navigation menu including 'Reviews', 'Get Reviews', 'Review Link', 'Analytics', 'Settings', 'Integrations', 'Widgets', 'Social', 'Notifications', 'Account', and 'SMS Service'. The main content area is titled 'Account' and contains the instruction 'Change your password to ensure the security of your account.' Below this is a form with the following fields: 'Email' (containing 'oliver.8r84o@dralias.com'), 'New Password' (with a toggle icon), and 'Confirm Password' (with a toggle icon). At the bottom of the form is a 'Choose language' dropdown menu showing a US flag. A red arrow points from the 'Save' button to the language dropdown. The 'Save' button is a red pill-shaped button with the text 'Save' in white, and it is highlighted with a red rectangular border.

# Integrations

To start integrating review platforms, firstly click **Settings** on the left sidebar. Then click **Integrations**.



You can integrate over twenty different review platforms. To connect your platform, simply click **Integrate** below each platform.

The screenshot displays the 'Integrations' section of a dashboard. On the left is a dark sidebar with navigation options: Reviews, Get Reviews, Review Link, Analytics, Settings, Integrations (highlighted), Widgets, Social, Notifications, Account, and SMS Service. The main content area is titled 'Integrations' and includes a descriptive paragraph: 'Integrate the platforms where you receive or want to receive reviews. Connect with Google and Facebook directly via the login, so you can reply to reviews from the Public reviews section. For the other platforms, simply enter your page link to import reviews. We don't import all the reviews but the most recent ones.'

Below the text are filter tabs: 'All' (selected), E-Commerce, Restaurants, Hospitality, Legal, Healthcare, and Ca >. A grid of eight integration cards is shown, each with a platform logo, name, and an 'Integrate' or 'Edit' button. The 'Facebook' card's 'Integrate' button is highlighted with a red box and a red arrow pointing to it from the right.

| Platform           | Action    |
|--------------------|-----------|
| Google             | Edit      |
| Trustpilot         | Edit      |
| YellowPages        | Edit      |
| Facebook           | Integrate |
| Tripadvisor        | Integrate |
| Custom Integration | Integrate |
| MioDottore         | Integrate |
| iDoctors           | Integrate |

After hitting the **Integrate** button, you will see on-screen instructions, guiding you through the platform integrating process.

For instance, the following screenshot shows the integration instructions of the Facebook page.

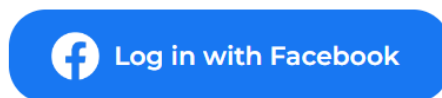


### Link your page

We need to link your business's Facebook page to import reviews. Sign in with the account that manages the page, select your page, and allow access to Online Reviews.

If you've linked other pages before, press "Change Settings" and check the page you want to connect, without removing the others.

Important: Before submitting review requests make sure the "reviews" tab on your Facebook page is active.

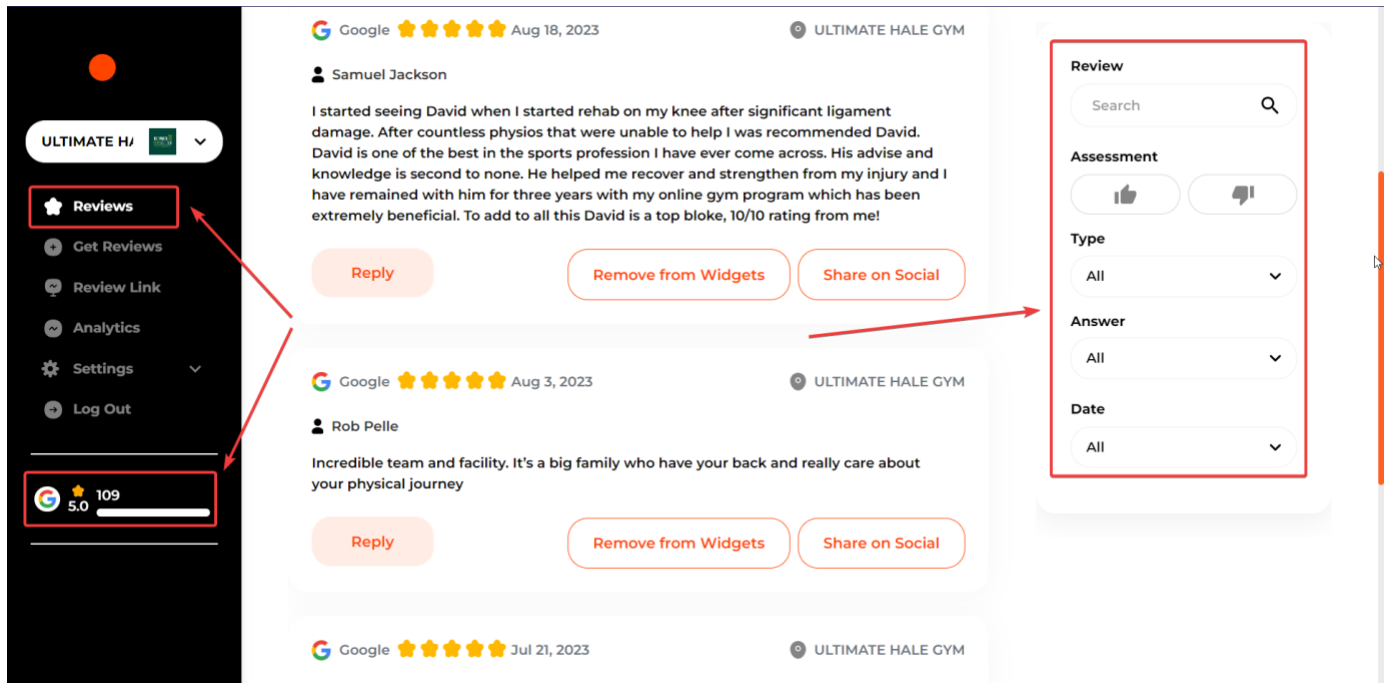


## Reviews

Platform feed automatically updates four times a day with new reviews.

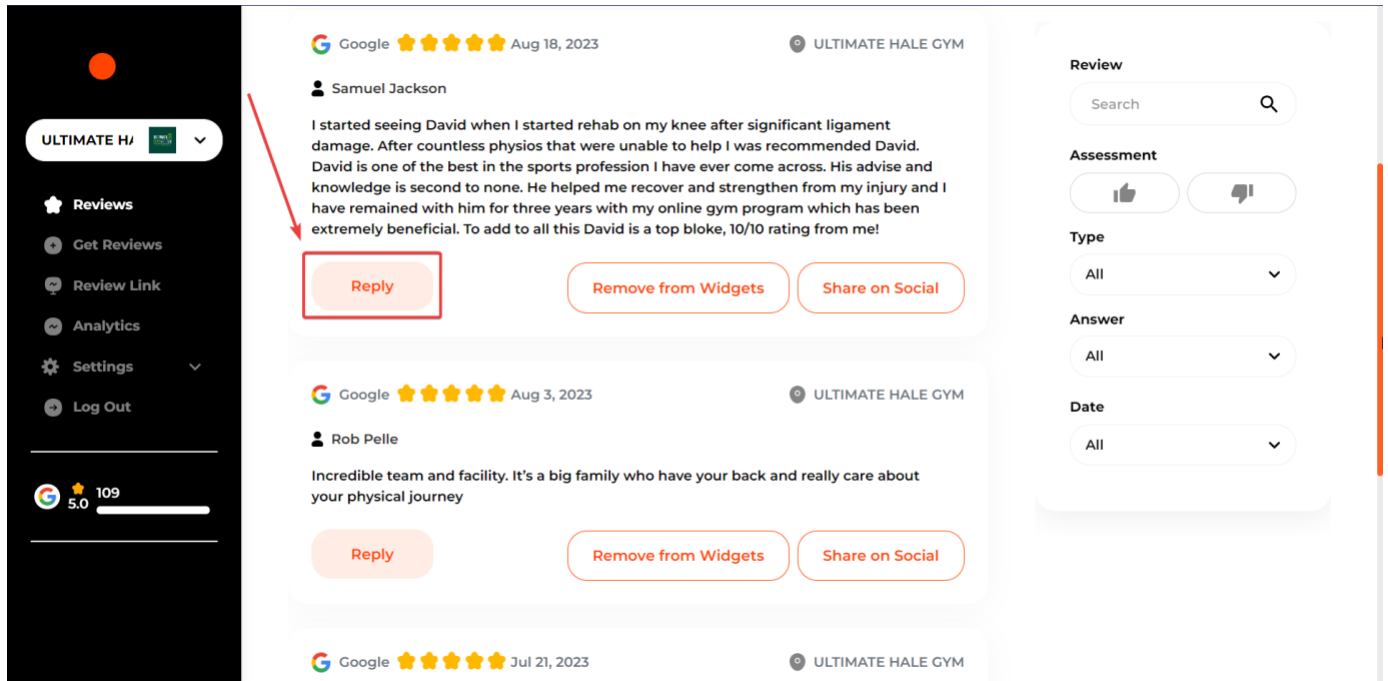
On the left sidebar of **Reviews** section, you will see the list of integrated platforms with rating and number of reviews.

Whereas, on the right sidebar you can search and find reviews with entering keywords, filter reviews by *Assessment*, *Type*, *Answer* and *Date*.



We give you an opportunity to monitor and respond to all reviews right from the platform. To do so, just go ahead and click **Reply** under each review.

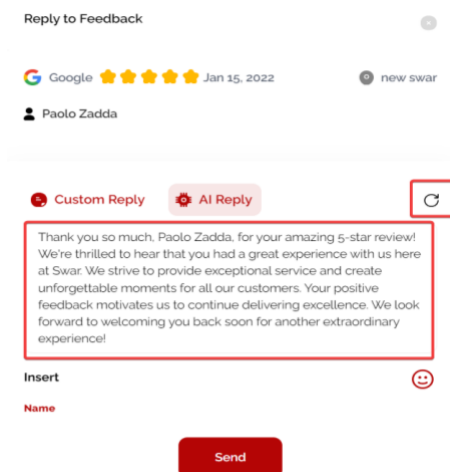




## AI Reply

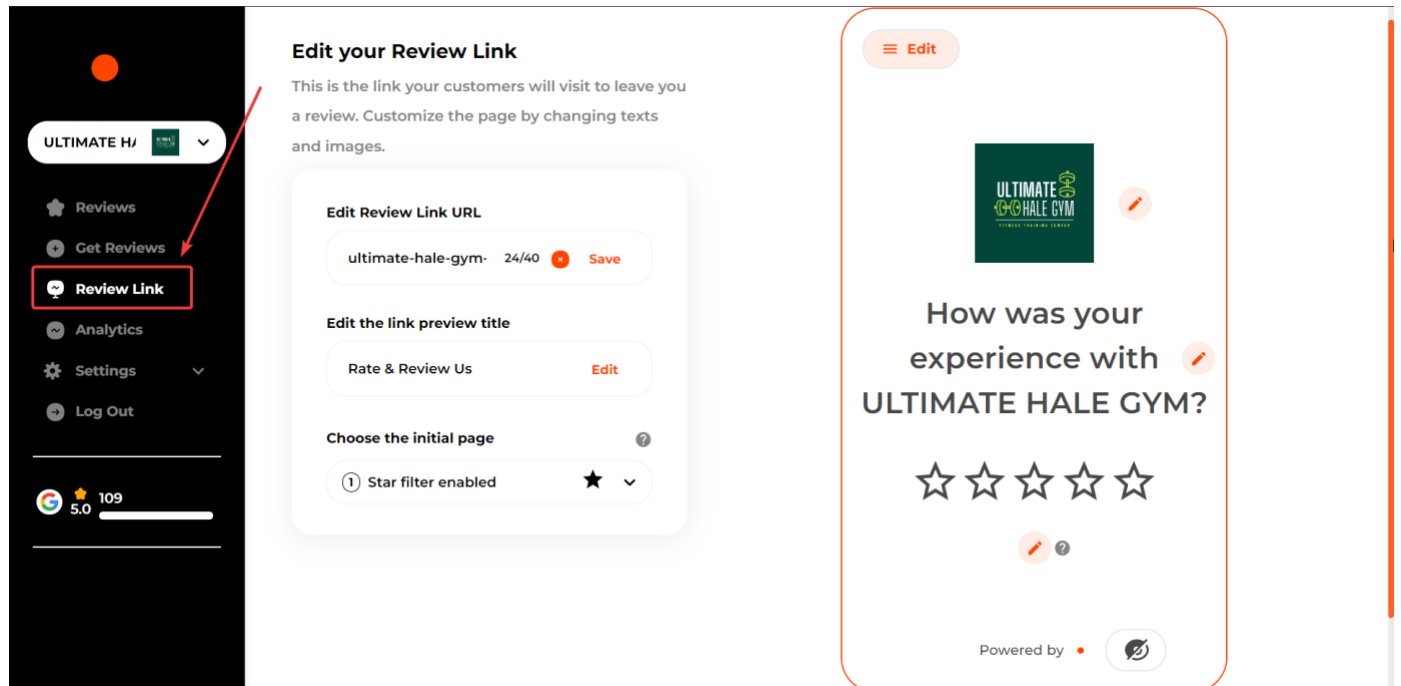
We use the latest AI technology to generate AI replies for your reviews, which ultimately saves you time. After clicking **Reply** on each review, then simply click - **AI Reply**. The platform automatically generates the reply for your review.

If you want AI to generate a new response, simply click a little “reload” button.

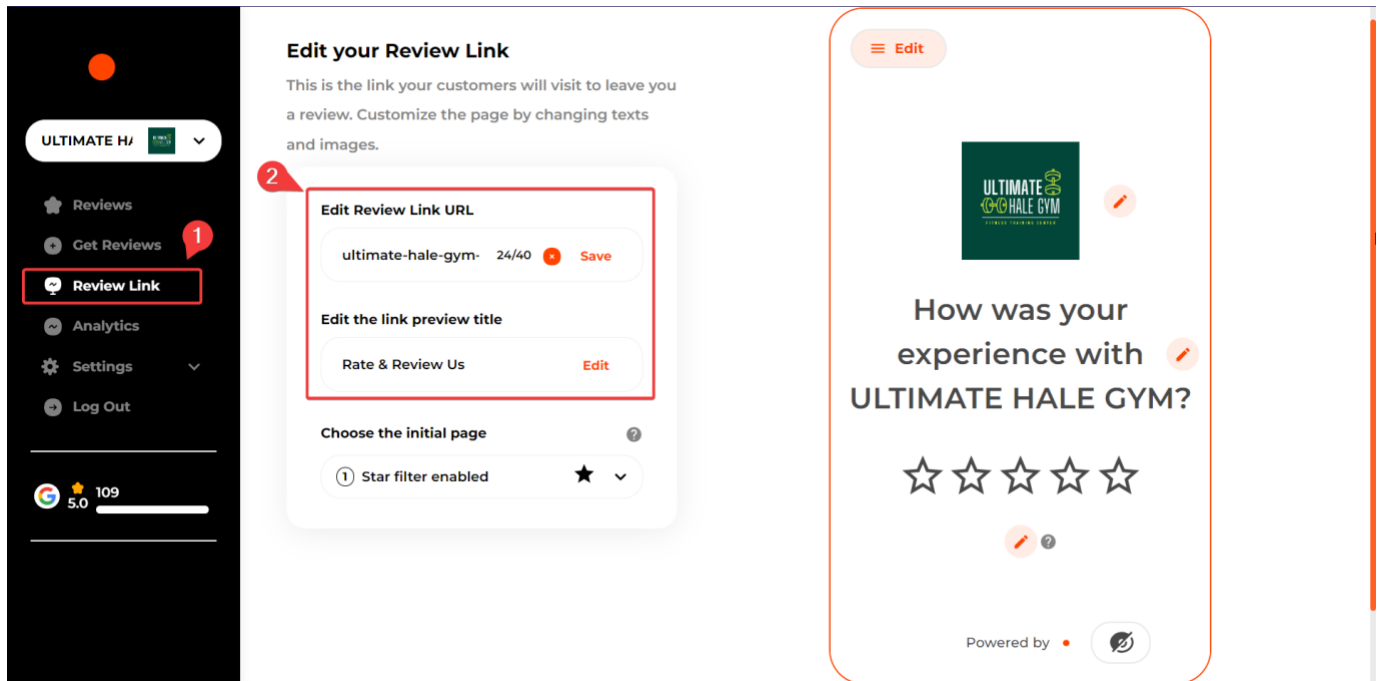


# Review Link

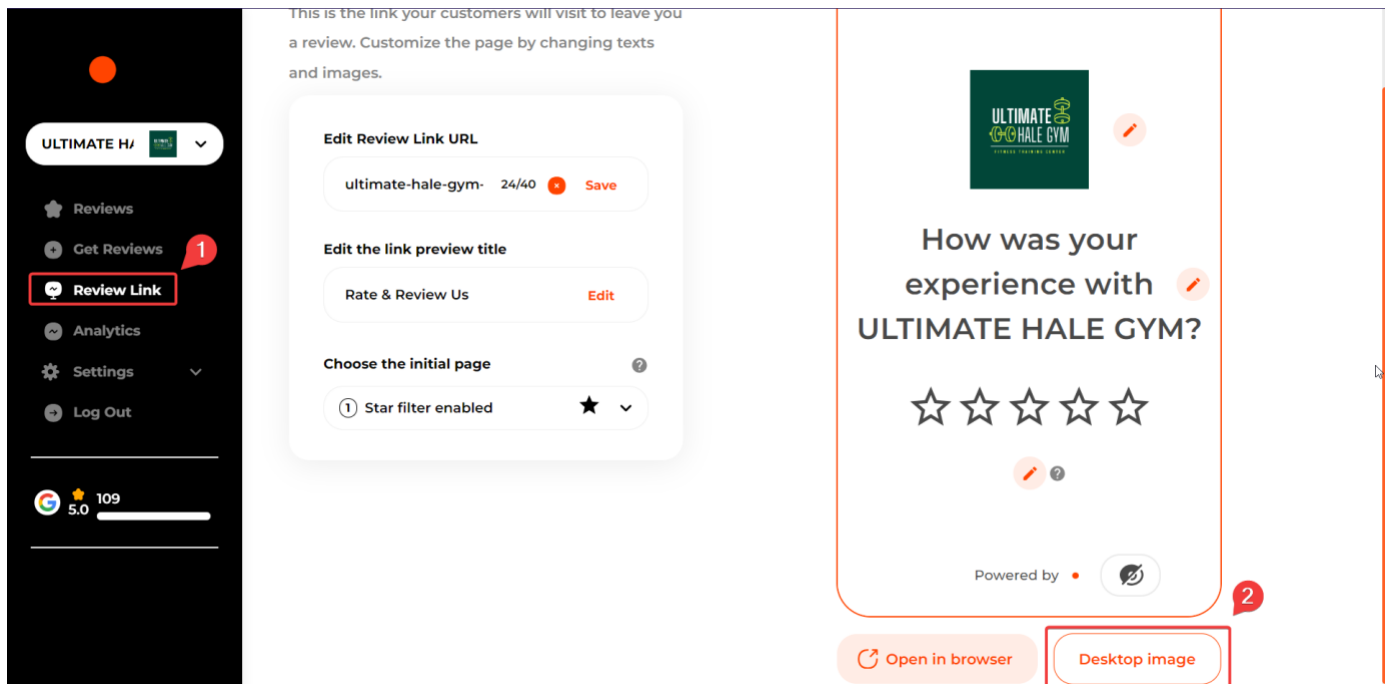
Review Link is the link your customers visit for leaving a review. You can customize the review link by clicking **Review Link** on the left sidebar.

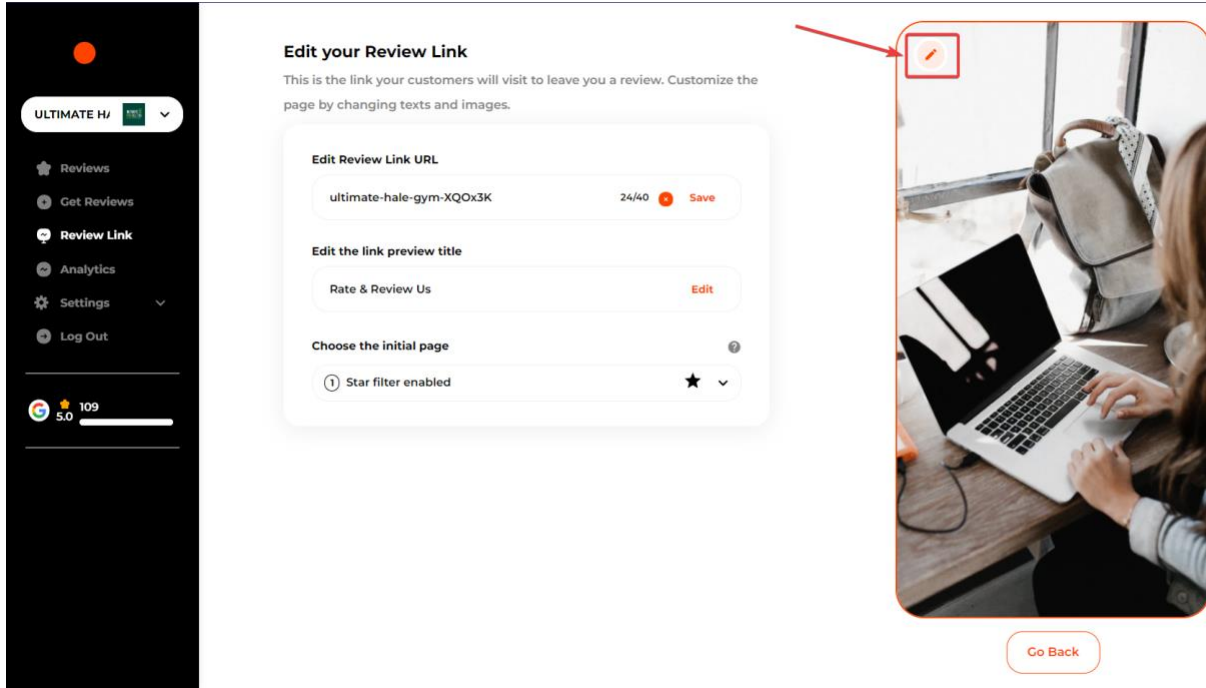


From **Review Link** you can edit review link URL and link preview title.



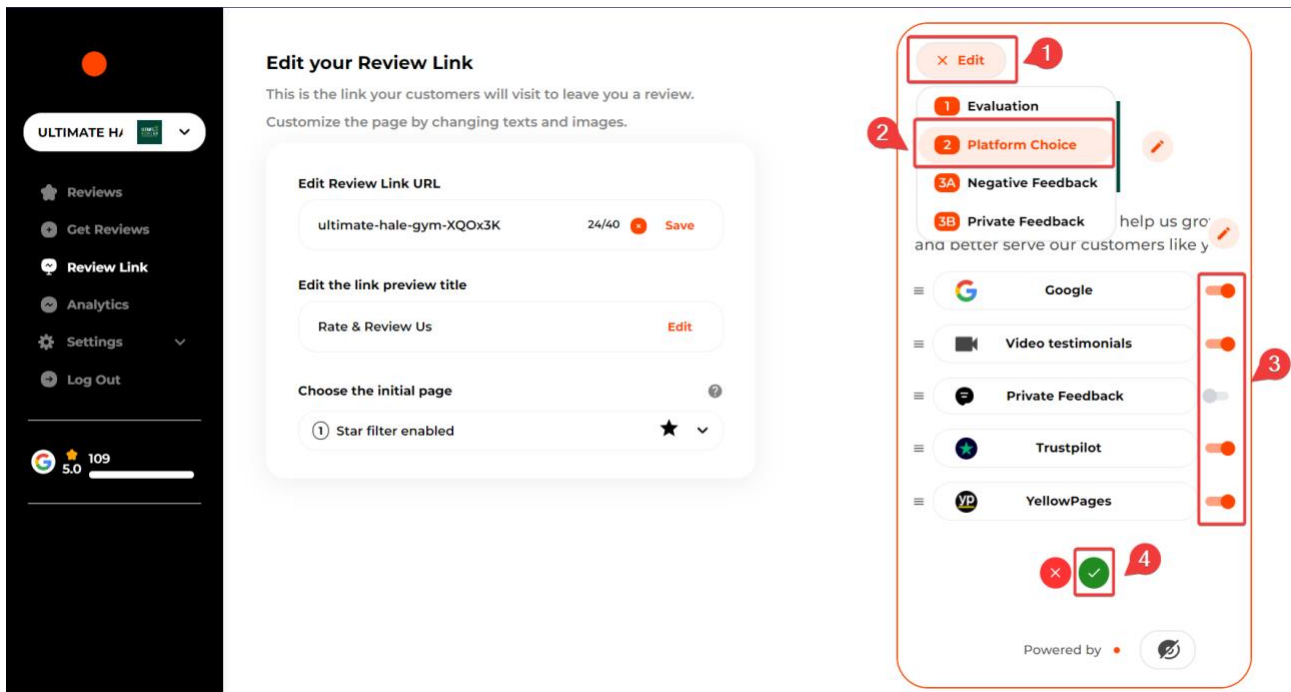
Click **Desktop Image** and then, **a little pencil** icon in the top left corner to update the desktop image. Image size - 720 px x 900 px.



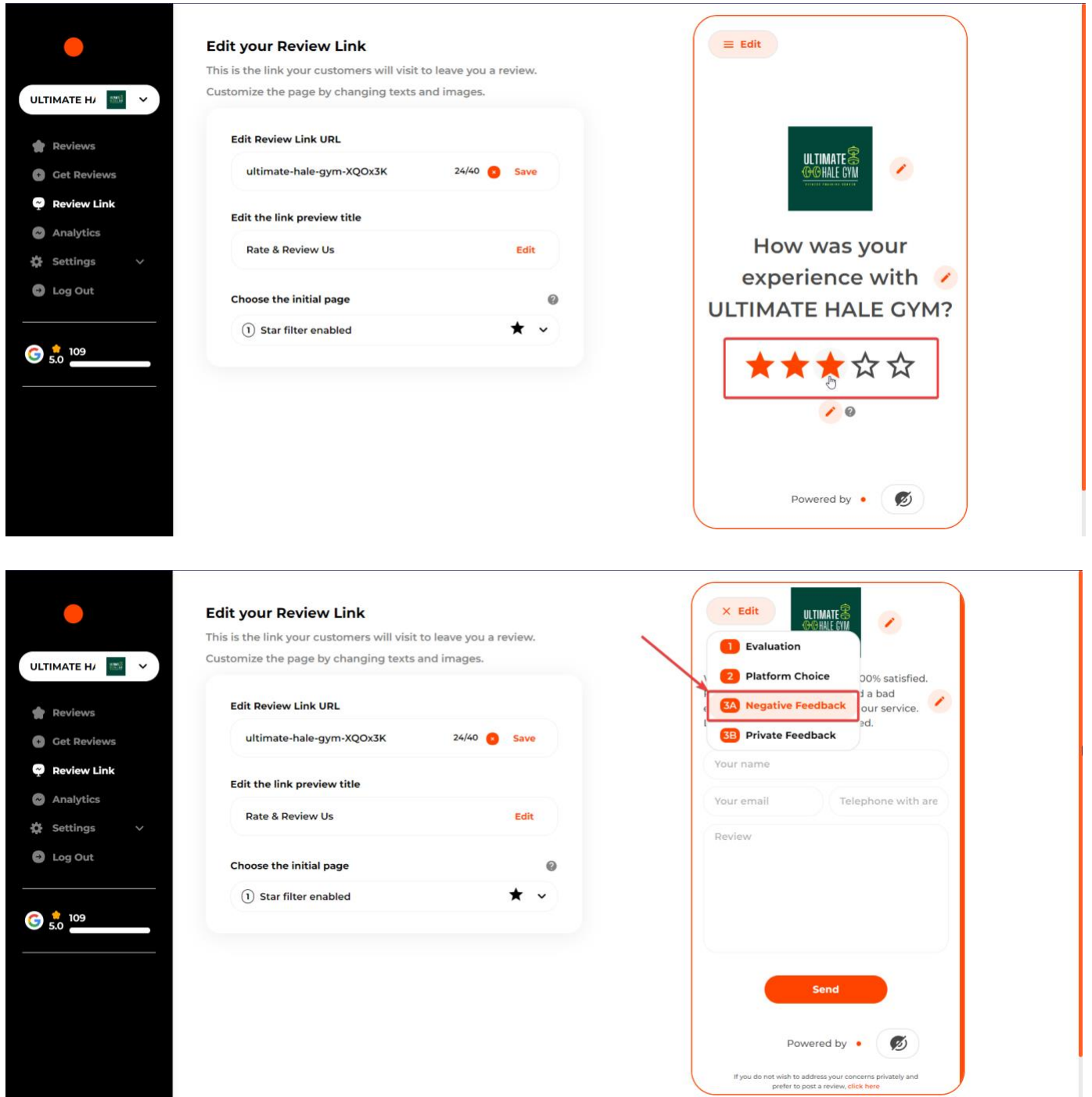


On **Platform Choice** section, you can enable or disable platforms you'd like to showcase on the Review Link.

Once you choose platforms of your choice, make sure to save changes by clicking the green checkmark button.

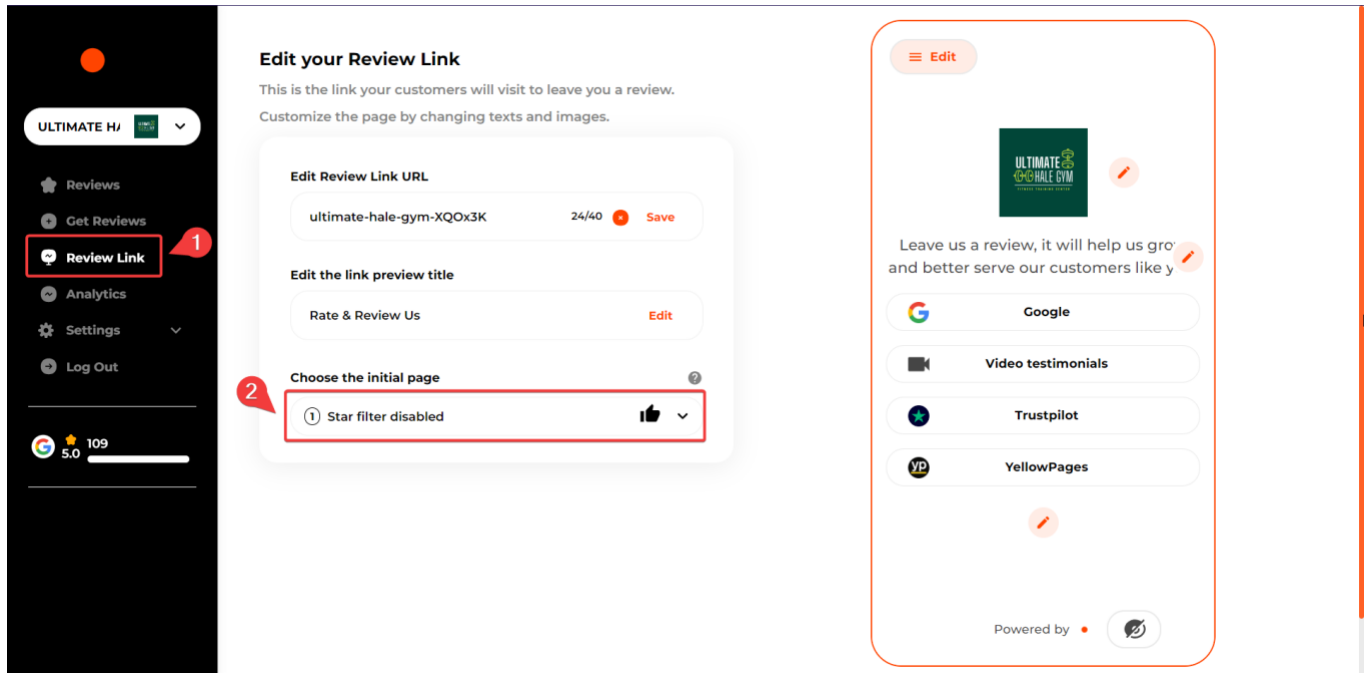


**Negative Feedback** section shows the page your customers see when they want to write a 1, 2 or 3-star review. We ask your dissatisfied customer to leave their contact information to follow-up later on, in order to answer their concerns privately.

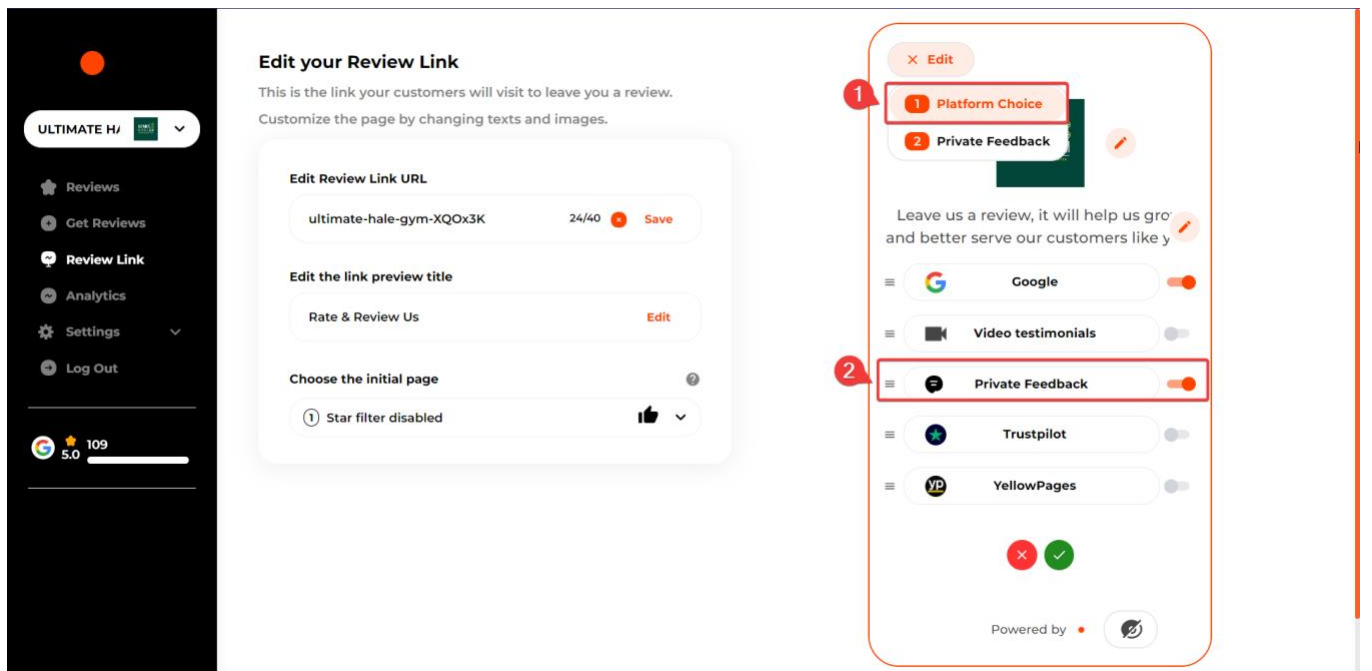


If your customers want to write a 4 or 5-star review, a Negative Feedback page **will not be presented**.

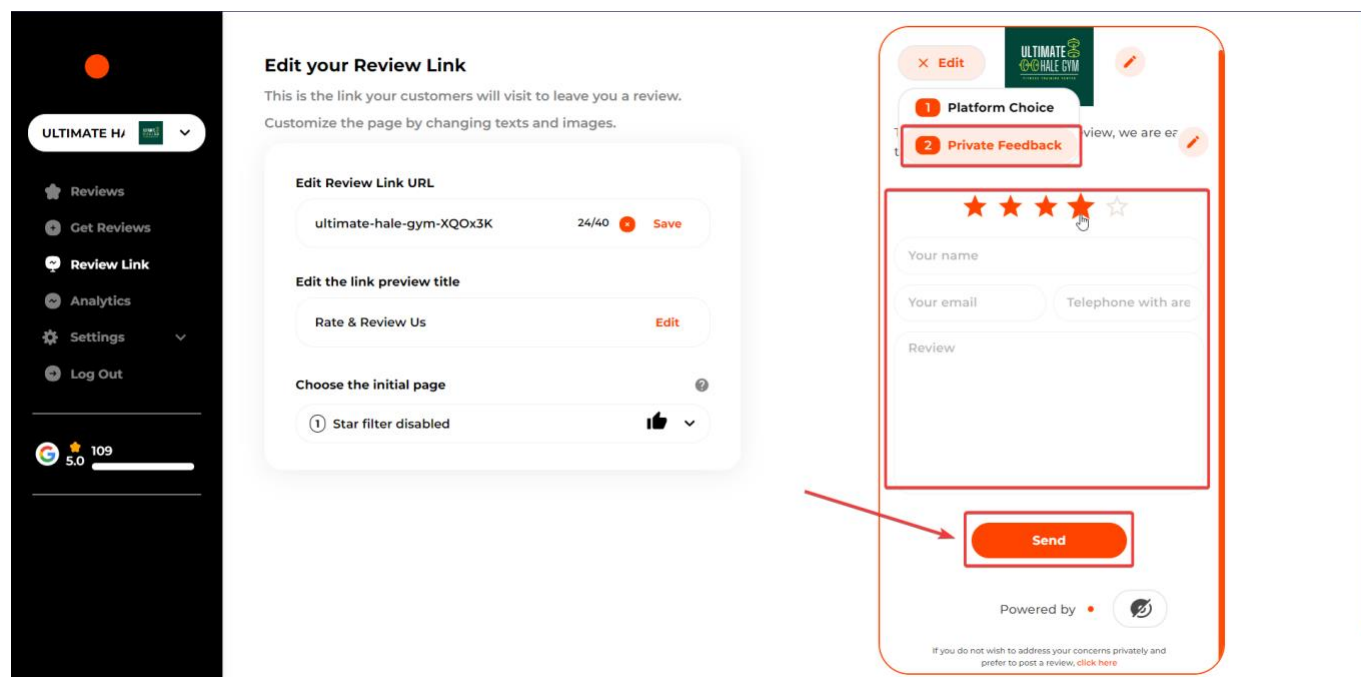
Showing **Negative Feedback** page / Internalizing negative feedback is optional, and you can disable it by clicking **Review Link** and choose **Star filter disabled**.



**Private Feedback** section shows the page your customers see when they want you to leave a private feedback from your review link.



Customers can leave private feedback/rate their recent experience by choosing 1 to 5 stars, filling out a quick form and then click **Send**.

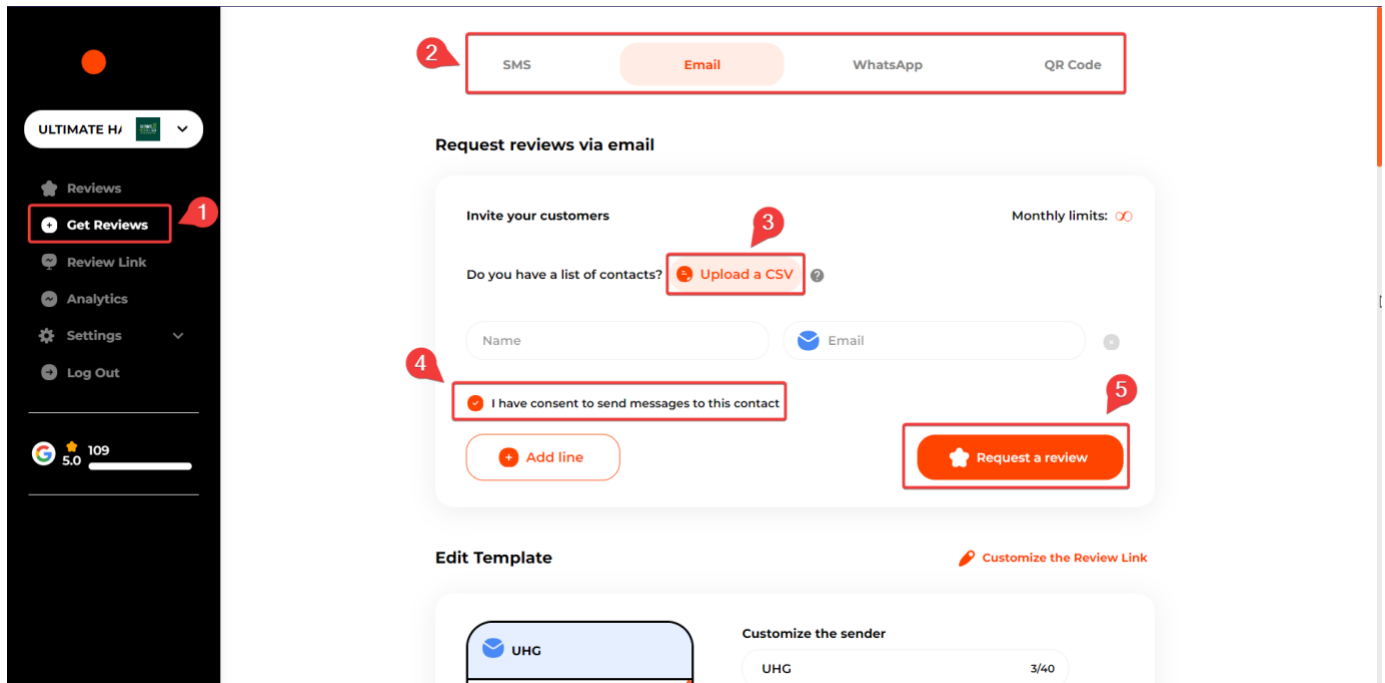


## Request Reviews

You can request reviews by clicking **Get Reviews** on the left sidebar and start requesting reviews via SMS, Email, WhatsApp and QR Code.

To send review requests, you can Upload a CSV file or invite customers individually by entering Name and Number/Email manually (to add a new customer, click "Add line").

Make sure you have consent to send messages. Check *I have consent to send messages to this contact* and then click **Request a review**.

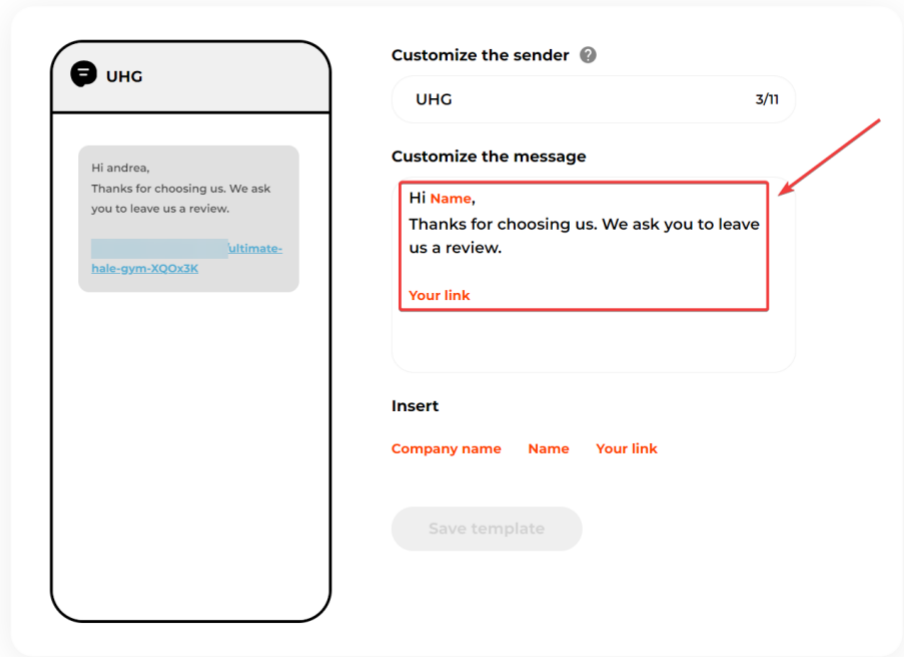
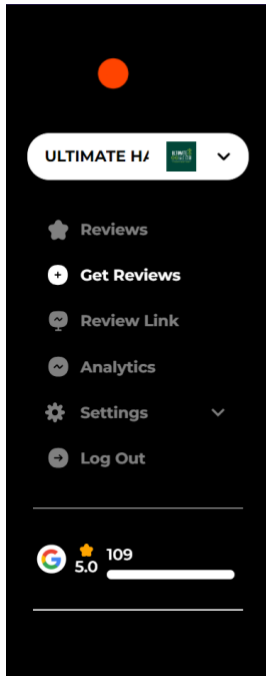


Once you are in the **Get Reviews** section, just scroll, and you can customize review request templates for SMS, Email and WhatsApp.

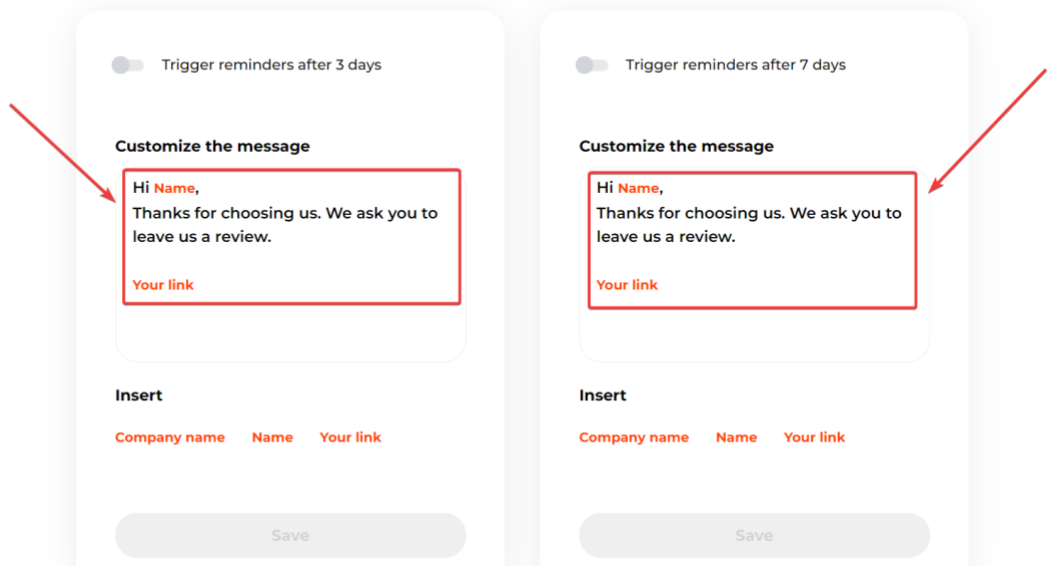
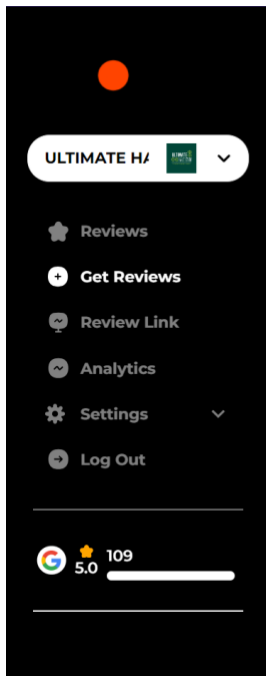
You can optionally send an automatic SMS/Email reminder after 3 and/or 7 days if the customer doesn't leave a review on the initial request.

We give you an opportunity to customize SMS/Email reminder templates too.



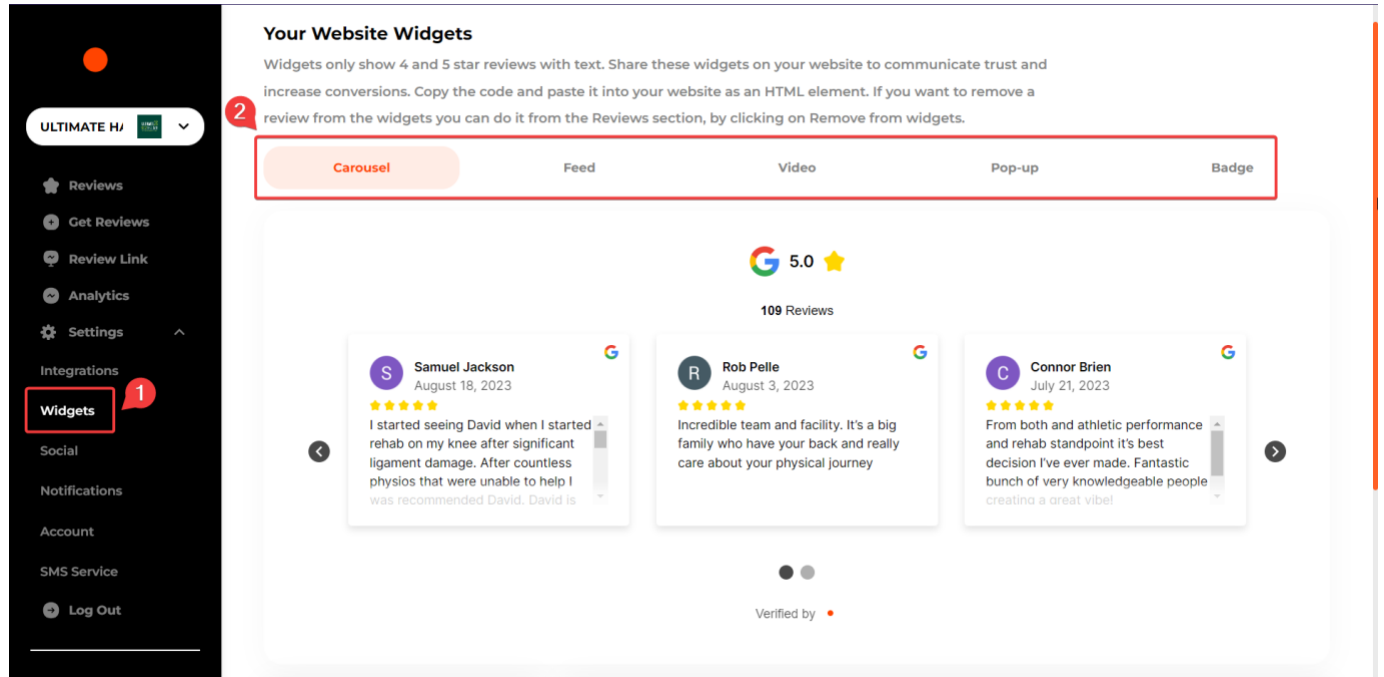


Send an automatic SMS reminder every 3 and/or 7 days if the customer did not leave a review.



# Website Widgets

We have five types of website widgets (Carousel, Feed, Video, Pop-up, Badge) showcasing 4 and 5-star reviews with text on the customer's website.



You can scroll down and further customize website widgets using different filters: **Remove “Verified By”** on the website widget, **Dark mode**, **Hide scores** of the integrated review platforms, **Hide profile photos** of the reviewers, **Hide “leave a review”** of the website widget.

After choosing your favorite website widget type with customization, simply copy the HTML code and paste it on your website.

The screenshot shows the Ultimate HJ dashboard with the 'Widgets' section highlighted in the left sidebar. The main content area displays a '109 Reviews' widget with three review cards. Below the reviews, there are two configuration panels:

- Filters:** A list of toggle switches for:
  - Remove "Verified by"
  - Dark mode
  - Hide scores
  - Hide profile photos
  - Hide "Leave a review"
- HTML Code:** A text area containing the code:
 

```
<div id="wid_1698662515110"></div><script>sc = document.createElement("script");sc.setAttribute("defr
```

 Below the code is a button that says 'Copy this code and paste it as HTML element in your website'.

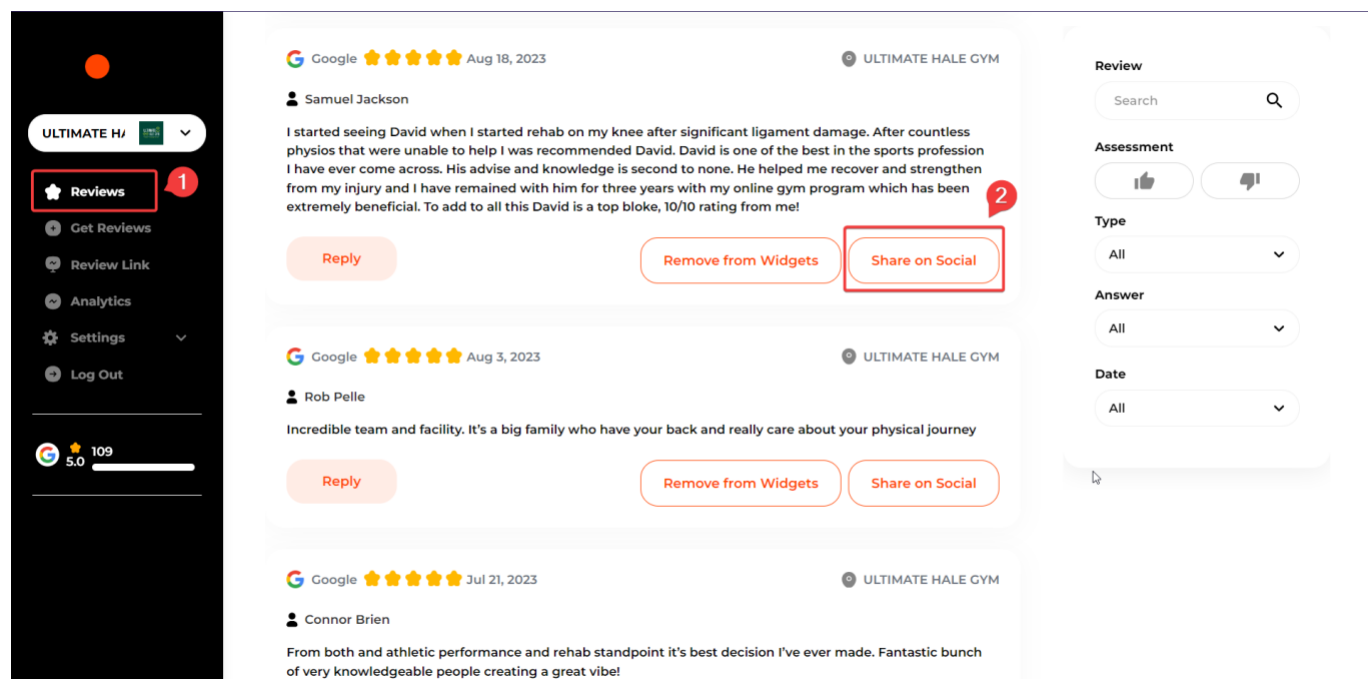
## Social Sharing

With the social sharing feature, you can connect your Facebook/Instagram accounts and customize the post template.

The screenshot shows the 'Share reviews on Social Media' configuration screen. The left sidebar has the 'Social' option highlighted with a red circle and the number '1'. The main content area includes:

- Share reviews on Social Media:** A heading followed by the text: 'Connect your Facebook and Instagram accounts, customize the post template and start sharing reviews from the Reviews section by clicking Share on Social.'
- Connect/Show more buttons:** Two buttons for 'Facebook' and 'Instagram' are shown, with a red circle and the number '2' next to the Instagram button.
- Brand color:** A color picker set to #ff4400 with an 'Edit' button.
- Background color:** A color picker set to #48484829 with an 'Edit' button.
- Text of the post:** A text input field containing the text 'Here will be'.
- Instagram Post Preview:** A preview of an Instagram post showing the profile 'ULTIMATE HALE GYM' and a post with the text 'Here will be'.

Now go ahead and start sharing reviews by clicking **Share on Social** under each review.



## Analytics

The Analytics section enables you the opportunity to visualize your growth with charts, populated with data that's updated once a day.

Analytics section shows Number of **New Public Reviews**; **Reviews Growth** chart, representing the number of reviews over time; **Average Rating Growth** representing the average of the reviews over time, which have been normalized on a scale from 1 to 5.

**Reviews Funnel** consists of:

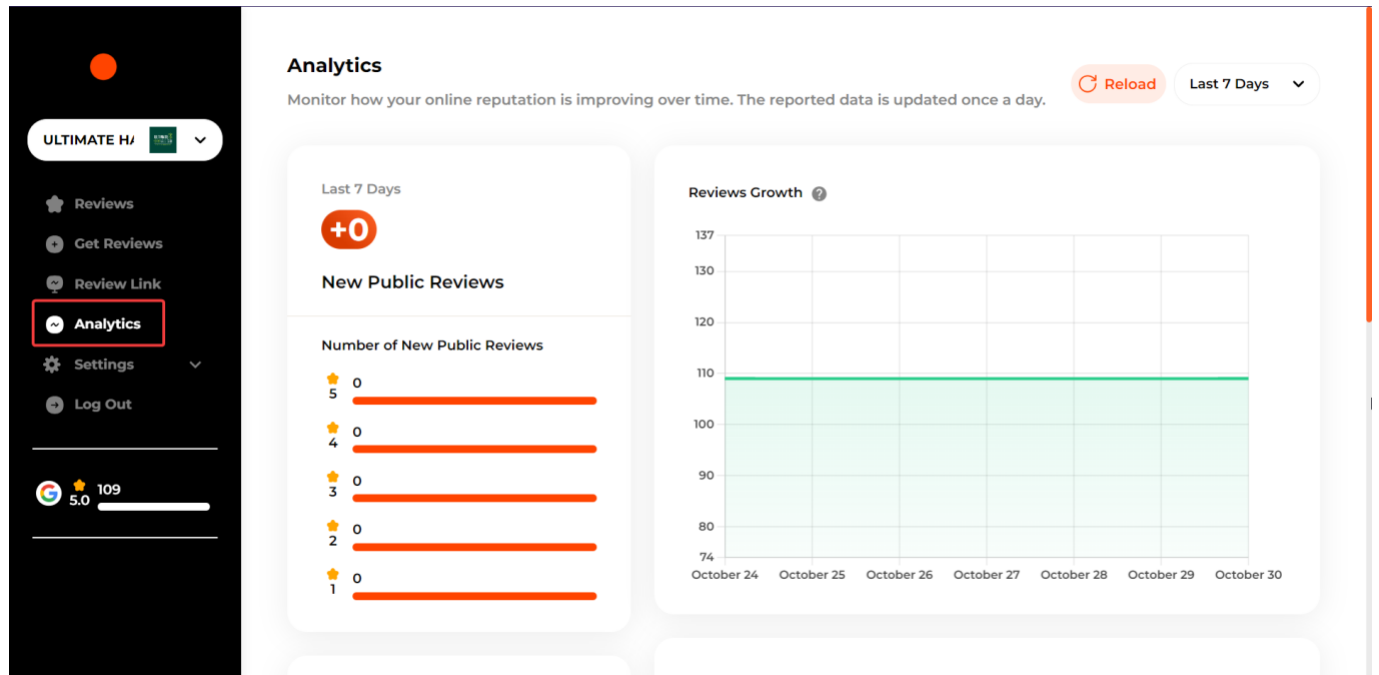
**Invites Sent:** Total number of email, SMS and WhatsApp campaigns sent in the selected time frame.

**Total Visits:** The total number of visits to your Review Link in the selected time frame.

**QR Code Visits:** the total number of visits to the Review Link deriving from the QR code in the selected time frame.

**New Public Reviews:** reviews on public platforms (e.g. Google) in the selected time frame. Video reviews and private reviews are excluded.

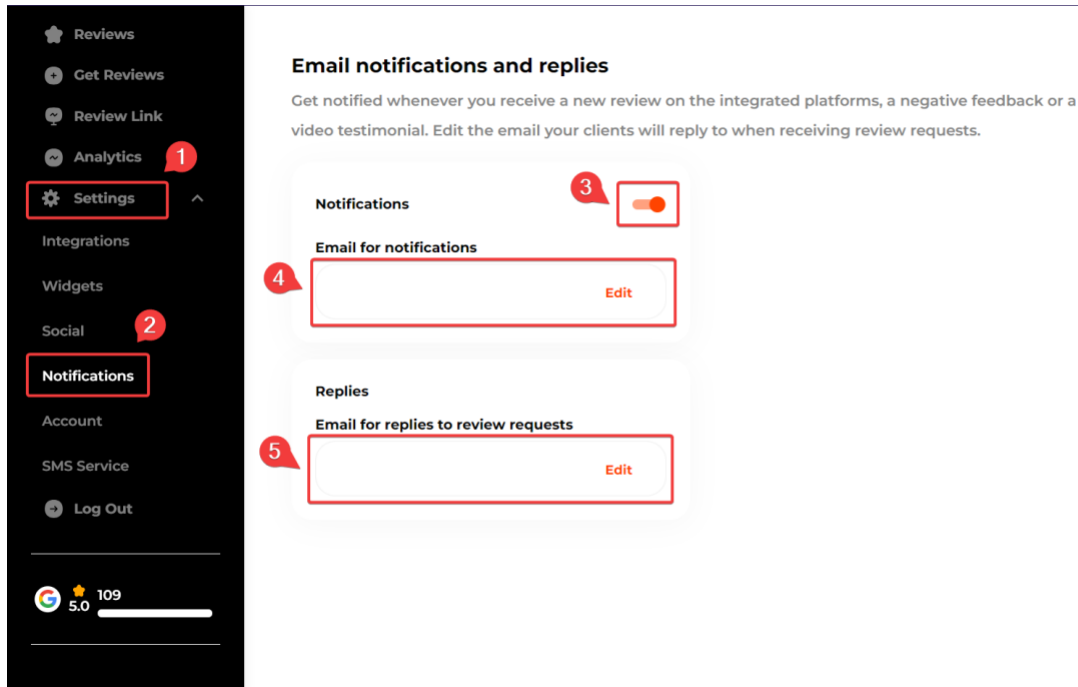
Negative Feedbacks: private reviews resulting from negative customer experiences in the selected time frame.



## Notifications

To receive email notifications for new reviews, please go to **Settings**, then click **Notifications**.

Make sure **Notifications** toggle is on. Then go ahead and enter your email in the following fields: *Email for notifications* and *Email for replies to review requests*.



## SMS Service

SMS Service enables you to connect your own messaging provider to send SMS review requests. If you are sending SMS to United States numbers, your connected phone must have an approved 10DLC or toll-free campaign.

To access SMS service, click **Settings** → **SMS Service**

Set up Twilio by entering **Account SID** and **Auth Token**. Once you're done, click **Save** to save changes.

The screenshot shows the 'SMS Service' configuration page. On the left is a dark sidebar with navigation items: Reviews, Get Reviews, Review Link, Analytics (with a red '1' badge), Settings (with a red box around it), Integrations, Widgets, Social, Notifications, Account (with a red '2' badge), SMS Service (with a red box around it), and Log Out. At the bottom of the sidebar is a Google Play Store icon, version 5.0, and a progress bar at 109%. The main content area is titled 'SMS Service' and contains the text: 'Connect your own messaging provider to send SMS review requests. If you are sending SMS to United States numbers, your connected phone must have an approved 10DLC or toll-free campaign.' Below this text are two radio buttons: 'Twilio' (selected, with a red box around it and a red '3' badge) and 'Telnyx'. The 'Setup Twilio' section includes instructions to connect a Twilio account and register a 10DLC campaign via a link. It features two input fields: 'Account SID' (with a red box around it and a red '4' badge) and 'Auth Token'. Below the fields is a 'Reset All' link and a 'Save' button.

You can also set up Telnyx by entering the Api Key and click **Save**.

The screenshot shows the 'SMS Service' configuration page with 'Telnyx' selected. The sidebar is identical to the previous image. The main content area is titled 'SMS Service' and contains the same introductory text. Below the text are two radio buttons: 'Twilio' and 'Telnyx' (selected, with a red box around it and a red '3' badge). The 'Setup Tenyx' section (note the typo in the image) includes instructions to connect a Telnyx account and register a 10DLC campaign via a link. It features one input field: 'Api Key' (with a red box around it and a red '4' badge'). Below the field is a 'Reset All' link and a 'Save' button.