

JaJuMa

Customer Satisfaction Feedback

06/2022

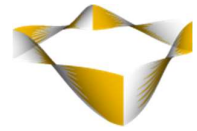


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1. Introduction

[JaJuMa Customer Satisfaction Feedback](#) for Magento 2 enables you to collect valuable feedback from your customers & understand how to satisfy your customers.

Add feedback forms with unique 3-step feedback flow to any of your layouts in your Magento 2 store.

For each layout you can configure the form texts for addressing your customers individually as well as the vote type template.

Each feedback is tracked related to layout and page as quantitative and optionally qualitative feedback.



2. Installation

For installing the extension, follow installation process as with any Magento Extension.

2.1. Extension Installation via composer

For installing the extension via composer, follow installation process as with any Magento Extension from Magento Marketplace.

See: <https://devdocs.magento.com/extensions/install/>

2.2. Manual Extension Installation via FTP

For manual installation by FTP, please follow these steps:

Before Installing

1. We recommend you to duplicate your live store on a staging/test site and try installation on your staging/test site before deploying to your live store
2. Backup Magento files and the store database

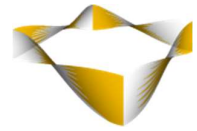
Please Note: It's very important to backup all themes and extensions in Magento before installation, especially when you are working on a live server.

We strongly recommend you to do not skip this step.

Upload the Extension

1. Log into your hosting space via a FTP client (e. g. FileZilla, WinSCP, cuteFtp)
2. Create Folder: <magentoroot>/app/code/Jajuma/CustomerFeedback
3. Unzip extension package and upload files into:
<magentoroot>/app/code/Jajuma/CustomerFeedback
4. Install Magewire:
 - a. <https://github.com/magewirephp/magewire>
 - b. For Luma frontends only:
<https://github.com/magewirephp/magewire-requirejs>
5. Enter and run the following commands at the command line:

```
php bin/magento setup:upgrade  
php bin/magento setup:static-content:deploy
```



3. Extension Scope

[JaJuMa Customer Satisfaction Feedback](#) enables you to add Customer Satisfaction Feedback forms to your Magento 2 store on following layouts:

- Homepage
- Category Page
- Product Page
- Cart
- Checkout
- Success Page
- Other CMS Pages as well as
- Custom Layouts

For each layout, the behavior of the extension and customer feedback forms can be configured separately to ensure maximum flexibility.

Global Configs

Color configurations for vote icons as well as feedback form texts and thank you message.

Vote Types

The extension comes with 2 different vote types:

- Thumb Vote
- Star Vote

Form Texts

The extension allows to configure different texts for the feedback form on each layout:

- **Vote Text**
Text shown above the vote icons as invitation to customer to leave quantitative feedback by click on a vote icon (thumbs or stars).
- **Vote Response Text**
Text shown as response to customer to his vote. Individually for thumbs up / down or 1-, 2-, 3-, 4- or 5-star vote
- **Feedback Form Text**
Text shown above the qualitative feedback form.

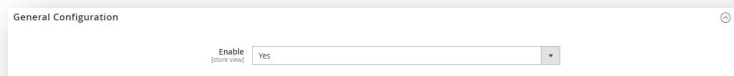


4. Configuration

In Magento Backend see

JaJuMa -> Customer Satisfaction Feedback -> Configuration

to enable or disable the extension



and for global / color configurations

(For details, see section

4.1 - General / Global Configurations)

To add and configure feedback forms for your layouts see

JaJuMa -> Customer Satisfaction Feedback -> Customer Satisfaction Feedback Forms

(For details, see section

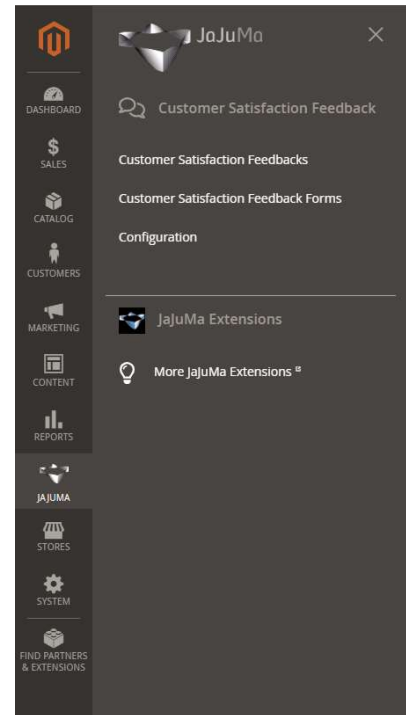
4.2 - Customer Satisfaction Feedback Forms)

To see customer feedbacks received:

JaJuMa -> Customer Satisfaction Feedback -> Customer Satisfaction Feedbacks

(For details, see section

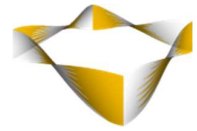
4.3 - Customer Satisfaction Feedbacks)



Note:

Note:

For the extension to be active, make sure to also enable and configure for each form as needed.



4.1. General / Global Configurations

Our Customer Satisfaction Feedback provides following general / global configurations for colors as well as thank you message:

- Vote Form Colors
 - Vote Text Color
 - Thumbs Up Color
 - Thumbs Down Color
 - Default Star Color
 - Selected Star Color
- Vote Feedback Colors
 - Thumbs Up Vote Text Color
 - Happy Smiley Color
 - Thumbs Down Vote Color
 - Sad Smiley Color
 - Star Vote Text Color
- Feedback Form
 - Feedback Form Text Color
- Feedback Form Confirmation
 - Thank You Message
 - Thank You Message Text Color



General Configuration ⊞

Enable (store view) Yes ▼

Vote Form Colors

Vote Text Color (store view) #006bb4 🎨

Thumbs Up Color (store view) #006400 🎨

Thumbs Down Color (store view) #e02b27 🎨

Default Star Color (store view) #c7c7c7 🎨

Selected Star Color (store view) #ff5501 🎨

Vote Feedback Colors

Thumbs Up Vote Text Color (store view) #006bb4 🎨

Happy Smiley Color (store view) #006400 🎨

Thumbs Down Vote Text Color (store view) #e02b27 🎨

Sad Smiley Color (store view) #e02b27 🎨

Star Vote Text Color (store view) #006bb4 🎨

Feedback Form

Feedback Form Text Color (store view) #006bb4 🎨

Feedback Form Confirmation

Thank You Message (store view) Thank you very much for your feedback!

Thank You Message Text Color (store view) #006bb4 🎨



4.2. Customer Satisfaction Feedback Forms

JaJuMa Customer Satisfaction Feedback can be enabled and configured separately for each layout as needed.

In Magento Backend see

JaJuMa -> Customer Satisfaction Feedback -> Customer Satisfaction Feedback Forms

And click “Add New Form” button to add a customer satisfaction feedback form to your layout:

Customer Feedback Form

9 records found

ID	Layout	Status	Form Vote	Vote Text	Feedback Form Text	Action
1	cms_index_index	Enable	Thumb Vote	Do you enjoy our Store?	Please let us know how we can do better...	Edit
2	catalog_category_view	Enable	Thumb Vote	Did you find the products you are looking for?	What products do you want us to add to our store?	Edit
3	catalog_product_view	Enable	Star Vote	Do you like this product?	Want to share your idea about this product with us?	Edit
4	checkout_cart_index	Enable	Thumb Vote	Did you find everything well in our store?	Please let us know how we can do better...	Edit
5	checkout	Enable	Star Vote	Do you enjoy the shopping experience on our store?	Please let us know how we can do better...	Edit
6	checkout_onepage_success	Enable	Star Vote	Did you enjoy the shopping experience on our store?	Please let us know how we can do better...	Edit
7	cms_page_view	Enable	Thumb Vote	Do you find all information about us and our store?	Please let us know how we can do better...	Edit
8	blog_index_index	Enable	Thumb Vote	Do you like our Blog?	Anything you want us to cover in our blog in the future?	Edit
9	cms_blog_post	Enable	Star Vote	Was this blog post interesting?	Please let us know how we can do better...	Edit



4.2.1. Feedback Form Specific Configurations

Customer Satisfaction Feedback forms can be enabled separately for each configured form as needed by selecting from Drop Down “**Enable / Disable Form**”:

- Enabled → Enable for this form
- Disabled → Disable for this form.

Enable / Disable Form Enabled ▼
Enable or disable this feedback form.

For each layout the Customer Satisfaction Feedback form has been added and enabled, you can also configure the extension behavior regarding

- Layout on which the Form should be added
- Vote Text & Type
- Vote Feedback Texts
- Feedback Form Text

As described below.

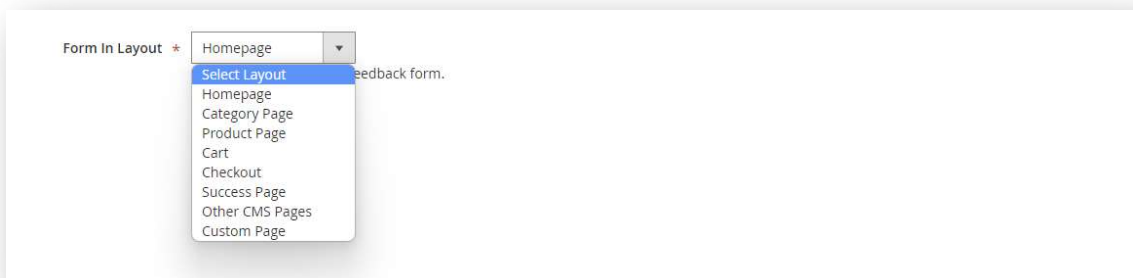


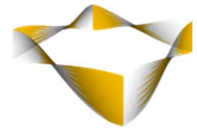
4.2.2. Select Customer Feedback Form Layout

When configuring the customer satisfaction feedback form, please first select the layout from Drop Down **“Form in Layout”**:

- Magento Default Layouts:
 - **Homepage**
 - **Category Page**
 - **Product Page**
 - **Cart**
 - **Checkout**
 - **Success Page**
 - **Other CMS Page**

 - Or a custom layout on your site:
 - **Custom Page**
- See next section for further instructions on how to configure your custom form





4.2.2.1. Configure Feedback Forms for Custom Layouts

This step is only needed for Custom Layouts

For Magento default layouts, please skip this section

For adding a customer satisfaction feedback form to your custom layout, please select “Custom Page” in “Form in Layout” Drop Down and configure

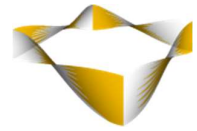
- **Custom Layout** → The layout of your custom form

The layout must be to a full action name.

E. g.: cms_index_index (Homepage) or blog_index_index (Blog page).

Custom Layout *

The Custom Layout must be to a full action name. Eg: cms_index_index (homepage).



4.2.3. Vote Text & Type

For each feedback form you can configure the text shown to customer as well as select from 2 supported vote types.

Form Text

The configured form text will be shown above the vote icons and can be tailored to address your customers specifically for each layout:

Vote Text

This text will be shown in feedback form above the vote icons.
Configure the vote text or question you want to ask your customer.

Vote Type

To configure the vote type for your feedback form, select from Drop Down “**Select Voe Type**”:

- **Thumb Vote** → Thumb Up / Thumb Down icons will be used
- **Star Vote** → A 1 – 5 Star rating will be used.

Select Vote Type *

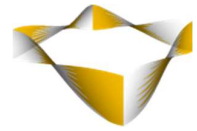
Select the vote type for this feedback form.
Thumb Vote: 👍 / 👎
Star Vote: ★★★★★

Will You Recommend Us To Friends?

👍 👎

We'd Love Your Feedback!

★ ★ ★ ★ ★



4.2.4. Vote Feedback Texts


Depending on selected Vote Type you can configure vote feedback texts for

- Thumb Up and Thumb Down Vote
or
- 1-, 2-, 3-, 4- or 5-Star Vote

The configured text will be shown to customer as feedback after his vote by click on the vote icons.

Up Vote Text	Great, we are happy to hear that! Please let us know how we can do better... This text will be shown to customer after vote thumbs up 👍 .
Down Vote Text	Oh, sorry to hear that! Please let us know how we can do better... This text will be shown to customer after vote thumbs down 👎 .

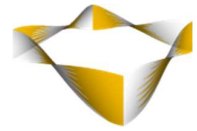
One Star Vote Text	Ouch! We must do better, huh? Want to share your idea about this product with us? This text will be shown to customer after vote one star ★ .
Two Star Vote Text	Oh, sorry to hear that! Want to share your idea about this product with us? This text will be shown to customer after vote two stars ★★ .
Three Star Vote Text	Hm, we did not good enough... Want to share your idea about this product with us? This text will be shown to customer after vote three stars ★★★ .
Four Star Vote Text	Great, we are happy to hear that! Want to share your idea about this product with us? This text will be shown to customer after vote four stars ★★★★ .
Five Star Vote Text	Awesome! Want to share your idea about this product with us? This text will be shown to customer after vote five stars ★★★★★ .



Great, we are happy to hear that!
Please let us know how we can do better...

No!

Of course!



4.2.5. Feedback Form Text

For each feedback form, you can configure the text to be shown above the form for the qualified feedback that is optionally shown to customer.

Feedback Form Text
This text will be shown to customer above the feedback form.

The image shows a feedback form and a confirmation dialog. The feedback form is titled "Please let us know how we can do better..." and contains the following fields:

- Name:
- Email:
- Phone Number:
- What's on your mind?:

A "Submit" button is located at the bottom right of the form. Below the form is a confirmation dialog with a smiley face icon and the text "Great, we are happy to hear that! Please let us know how we can do better...". The dialog has two buttons: "No!" and "Of course!".



4.3. Customer Satisfaction Feedbacks

To check the feedbacks received via the customer satisfaction feedback forms, please see

JaJuMa -> Customer Satisfaction Feedback -> Customer Satisfaction Feedbacks

Each customer feedback will be shown in list with

- **Layout:**
The layout from which the feedback was submitted
- **URL:**
The exact URL from which the feedback was submitted
- **Storeview:** The storeview from which the feedback was submitted
- **Customer Name:**
The name of customer who submitted the feedback (optional / if available)
- **Customer Email:**
The name of customer who submitted the feedback (optional / if available)
- **Customer Phone:**
The name of customer who submitted the feedback (optional / if available)
- **Vote Type:**
The vote type of the submitted form
- **Vote:**
The vote result as submitted by customer
- **Message:**
The message / qualified feedback as provided by customer (optional / if available)

Via “Delete” and action drop-down, each feedback can be deleted.

ID	Layout	URL	Storeview	Customer Name	Customer Email	Customer Phone	Vote Type	Vote	Message	Action
1	Homepage	https://demo.extension.jajuma.de/	Default Store View	Veronica	roni_cost@example.com	(555) 229-3326	Thumb Vote	👍	I love your store! The homepage design is soo beautiful...	Delete
2	Category Page	https://demo.extension.jajuma.de/gear/fitness-equipment.html	Default Store View	Madeline	yoga_freak@example.com		Thumb Vote	👎	I already have your yoga kit and love it. But why dont you have a matching yoga mat?	Delete
3	Product Page	https://demo.extension.jajuma.de/dash-digital-watch.html	Default Store View				Star Vote	★★★★★		Delete
4	Product Page	https://demo.extension.jajuma.de/clamber-watch.html	Default Store View	Marty			Star Vote	★★★★★	Have been using this watch for more than a year. Was pleasantly surprised to learn it is even waterproof which is not mentioned in product description...	Delete
5	Cart	https://demo.extension.jajuma.de/checkout/cart/	Default Store View				Thumb Vote	👎	Whoa, 10\$ shipping costs? That is a rip off!	Delete
6	Checkout	https://demo.extension.jajuma.de/checkout/	Default Store View	Jenn	jenn_doe@example.com	(555) 229-3326	Star Vote	★★★★★	Just missing PayPal payment in your checkout. But overall still great!	Delete
7	Success Page	https://demo.extension.jajuma.de/checkoutonepage/success/	Default Store View	Maggie	maggie@example.com	+01 (555) 24352564	Star Vote	★★★★★	Great! Will definitely come back to buy again!	Delete
8	Checkout	https://demo.extension.jajuma.de/checkout/	Default Store View				Star Vote	★★★★★		Delete



5. Support

Please feel free to contact JaJuMa support team via support@jajuma.de.

In case any additional information is required. We'd be more than happy to assist in setting up the extension.