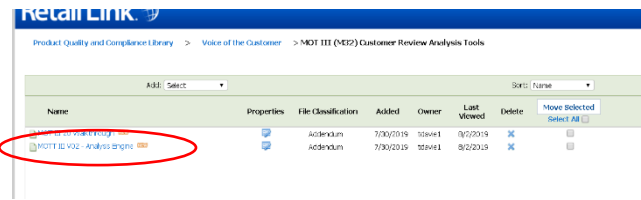## MOTIII 2.0 – The Moment of Truth

If you are brand new to the MOTIII program, you can download the application from Retail Link at this path: Product Quality and Compliance Library > Voice of the Customer > MOT III (M32) Customer Review Analysis Tools

Each month suppliers will receive a file that contains 24 rolling months of review data for the host vendor number that was listed on their sign-up sheet
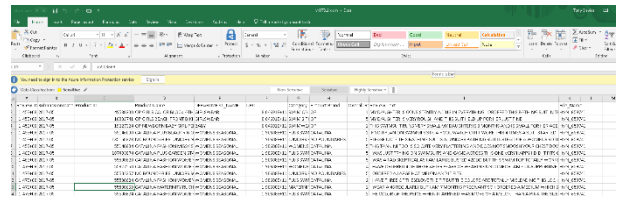
Suppliers can use the data in whatever manner they choose, but we encourage them to utilize the MOTTIII 2.0 – Analysis Engine for insights and tracking.

- Ensure that Macros are enabled for excel.
    - ✓ Click the **File** tab.
    - ✓ Click **Options**.
    - ✓ Click **Trust Center**, and then click **Trust Center Settings**.
    - ✓ In the **Trust Center**, click **Macro Settings**.
    - ✓ Click **Enable all macros (not recommended; potentially dangerous code can run)**
    - ✓ I know that sounds ominous, but the warning is referring to untrusted content from unknown providers
   - ✓ Click **OK**.
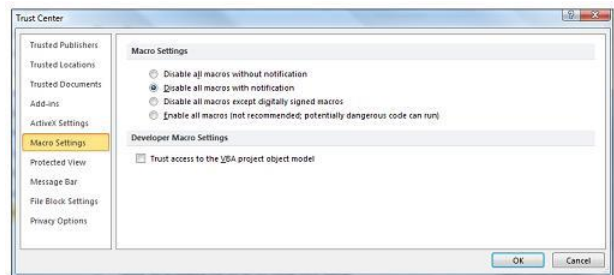
- Copy the monthly data report (you can right click on the very most upper left header to copy the entire sheet).
- Click in cell A1 of the *Data* tab and right click to paste.
    - ✓ There is no need to click anything else; if Macros are enabled the application will refresh anytime new data is pasted into the *Data* tab.
    - ✓ There is no need to append data since each month's report will contain the entire 24 month rolling history
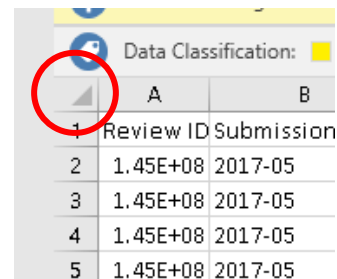
There are three tabs of interest in the MOTTIII tool.

I Overview

- Shows monthly trends for number of reviews and average customer ratings.
  - ✓ "MOT Rating" is the average star rating for the selected time frame – This is the number of most interest for Walmart Quality
  - ✓ ".Com Rating" is the average star rating for the life of the product (as seen on Walmart.com)

- Filters allow specific criteria views (Hold down the Ctrl key to make multiple selections in a filter)
  - ✓ Filters allow selection or exclusion of Departments, Categories, and/or Brands
  - ✓ Submission Date can be filtered to include any time period up to 24 months
  - ✓ Overall Rating can be filtered to only show reviews over or under certain thresholds

- Double clicking on any value in the last 3 columns will create a new tab with all of the reviews and ratings for that item
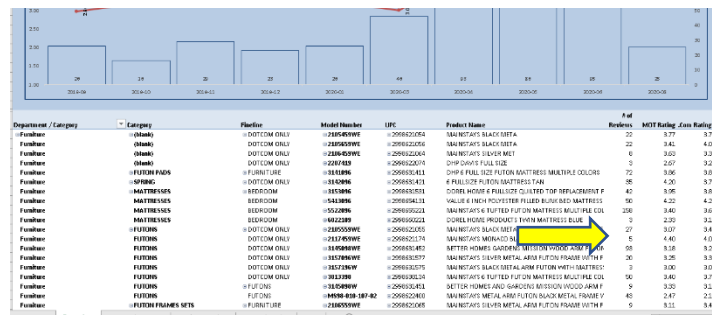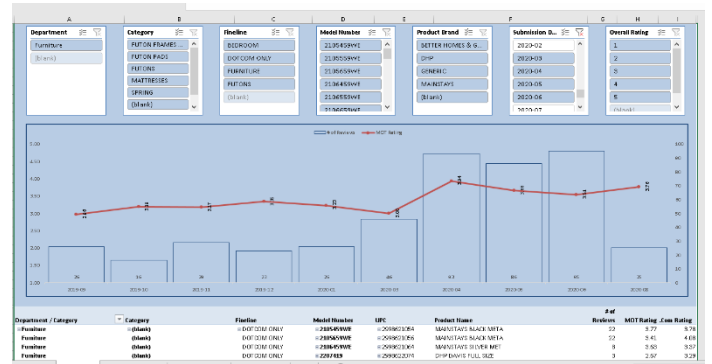
III Top and Bottom

- Shows top and bottom items based on MOT Rating
  - ✓ Results are limited to the filters selected on the Overview tab
  - ✓ Changing the minimum number of reviews limits results to only items with at least that many reviews (Useful for filtering out items with only a single review).
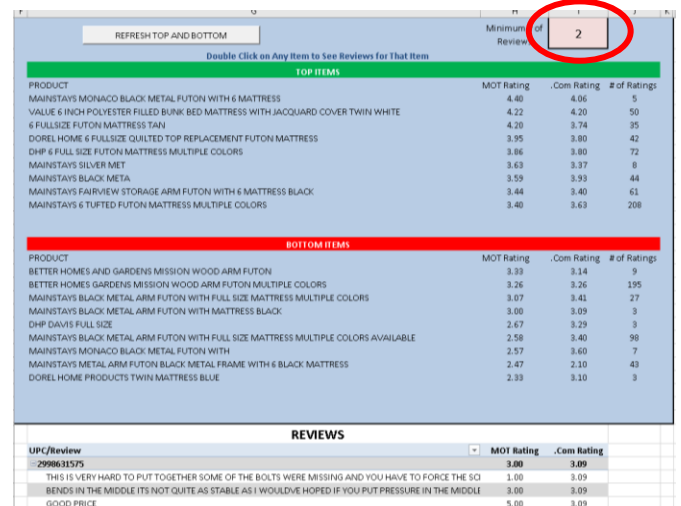
✓ Each time the minimum number of reviews is changed the REFRESH TOP AND BOTTOM button must be clicked

✓ Double clicking on any of the top or bottom items will bring up the actual customer reviews for that item (Including UPC and Model/Style# for the item)

III Review Parsing

- Shows the most common words that appear in reviews.

  ✓ Filtering can be applied before the parsing function to limit results, or the entire 2-year data set can be parsed. NO DATA WILL BE LOST.

  ✓ Shows how many times word shows up in positive reviews

  ✓ Shows how many times word shows up in negative reviews

  ✓ Shows Total times word shows up across filtered reviews

  ✓ The Exception List tab is a running list of stop words that the MOTIII application will ignore when parsing results.

    - Exception list can be added to by the user, up to 1 million words such as "we", "Walmart", "does", etc.

    - Remember to SAVE the application after updating the exception list each time

  ✓ If filters are changed click the *UPDATE* button

  ✓ Change the sorting by using one for the 4 Review buttons

  ✓ View can be changed to show word occurrences across ALL items, or to show word occurrences for each item separately

FEEDBACK and QUESTIONS
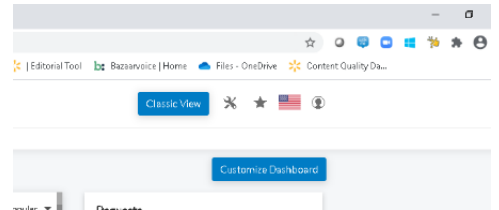
Please send feedback to Tony.Davies@walmart.com (Please note that Natalie Hall is no longer the best contact for this application). Below are some common issues that may help you if you are experiencing issues.

FAQ

- "I am not receiving new data reports each month"

  ✓ Email with data being blocked. In some cases, your fire wall may block an email which has an excel attachment.

- ✓ Email verification services. If you are using a service like Sendio or Barracuda the data file will not get to your inbox because the verification service will hold it and wait for a verification from the sender; this verification will not be sent since these are sent though an unmonitored outbox.
- ✓ Wrong email or mis-spelling. Literally hundreds of emails have been submitted with transposed letters, or mis-spellings (myname@.comm is common).
- ✓ The wrong vendor number was provided. This MUST be a 6-digit number (proceeded by 0's if needed). To date just over 17% of the vendor numbers provided during sign up were incorrect.
- ✓ If multiple sign-up sheets are received by the same vendor the system will over-write previous entries; so, if five people signed up individually with the same vendor number, only the last person would be on the list. Contact me if you suspect this is the case and I can confirm who is on the distribution list.
- • "The data looks like it belongs to someone else"
  - ✓ Please make sure you have pasted the data into your data tab after receiving your monthly report. The application on Retail Link DOES NOT CONTAIN YOUR DATA.
  - ✓ Reports are pulled by vendor number and not product or vendor name. Please check the last column in the monthly data report and confirm that you are the supplier listed
  - ✓ We believe that everything works as it should but if you do find something questionable please reach out ASAP and include your vendor number, and if possible, a screen shot of the error/issue.
  - ✓ Please include "MOT SUPPLIER" in the subject line and include your 6-digit vendor number in all correspondences to ensure the fastest response.
- • "Why is there a difference between the MOTIII ratings and the Walmart.com data?"
  - ✓ Time Period: The star rating seen on dot.com is an average of all ratings provided during the life of the item; this may be 10 years of reviews. The star ratings provided by MOT (MOT Ratings) are the averages of the ratings within the specific time period selected (up to two years).
  - ✓ Syndicated Reviews: For some non-private brand items, ratings from other sources such as the manufacturers web site or other retailers may be included in the dot.com star rating. MOT does not include syndicated reviews; this will most likely not change.
  - ✓ Primary/Variant items: When multiple variations of an item exists, for example when a supplier sells a shirt that comes in six colors, one item is selected as the "Primary" item, and the others are designated a variants of that item. All reviews and ratings are then assigned to the primary item. When looking up any item on dot.com the ratings and reviews and ratings are shared across all variants. Unfortunately when a variant item is set up the identify data is left incomplete since the link to the primary item on the web site makes in unnecessary; this results in an inability to properly allocate reviews to the correct item. The variant issue is being looked at by the dot.com team and we hope to have a resolution.
- • "I have tried to go to Retail Link to download the Application but cannot locate it" or "I have tried to download my data from Retail Link but cannot locate it"

- ✓ If you are outside of the United States you may have to change tur Retail Link view. In the upper right corner of the Retail Link screen you should see a flag that indicates your geographical view. This must be United States as document access is dependent on the view selected. Click on the flag to change your view.
- ✓ If you are looking for your data on Retail Link you will not find it. The data is sent via email from GMQA.voiceofthecustomer@. You do not need to download from BazaarVoice, nor is a BazaarVoice account required.