

Synthesio's Surveys module is the most reliable AI-enabled consumer insights platform that will cut across organizational 'silos' so they can reconcile data & make it easily accessible from various streams of data.

The power of using Synthesio's Surveys module is how quickly it can pull the AI-enabled insights to facilitate answering your open-ended questions.

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What is the Survey Module and what does it enable you to do?

Consumers' footprints have changed a lot & require a lot of data reconciliation. With so much information on consumers in multiple channels, data is now available in higher volume and from more touch points - shops, websites, social networks, surveys, chatbots etc. and cut across organizational "silos" that own each touchpoint - CRM, Social, Surveys etc.

The objective is to cross-analyze data from multiple streams and provide cleaner data visualization. It is a great opportunity for companies to have a holistic understanding of their consumers.

There are several reasons who you'd want to use the surveys module:

- Global companies want to use a straightforward tool to analyze open-ended answers, single answers, numeric answers, & multi-answer questions and compare them with social data.
- We bring the SaaS to Business Intelligence and allow you to build your own reporting instead of paying for a developed report, like you would with a survey analysis platform. No need to ask a third party which takes time, money, and a new re-build.

With Synthesio, you don't have to re-develop it & can directly import all the data you have into the platform.

- Surveys' analysis with pre-defined reports which displays each answer in a default DataViz corresponding to the type of question by building context through multiple types to bridge together ideas & answers for users.
- Brands can have a holistic understanding of their consumers through a straightforward, integrated platform to reconcile data and onboard multiple departments.

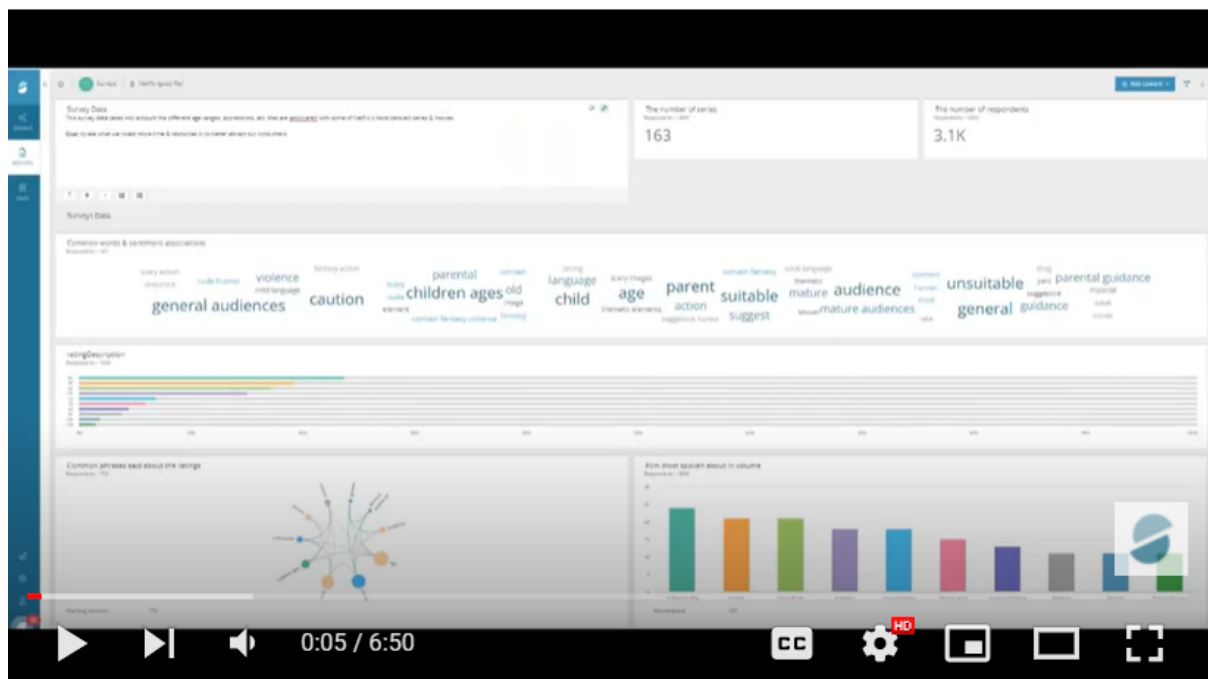
A straightforward tool to analyze open-ended answers and compare them with social data is the main use case for this first iteration of the Survey Module. It allows you to deep dive into all of your answers in your survey all in one platform.

Note: Client survey data will only be held within their dashboard. No other organization will have access to your survey data when imported.

Main Features of the Survey Module

Check out our [tutorial video](#).

Note: We recommend starting & stopping it at each section so you can follow along.



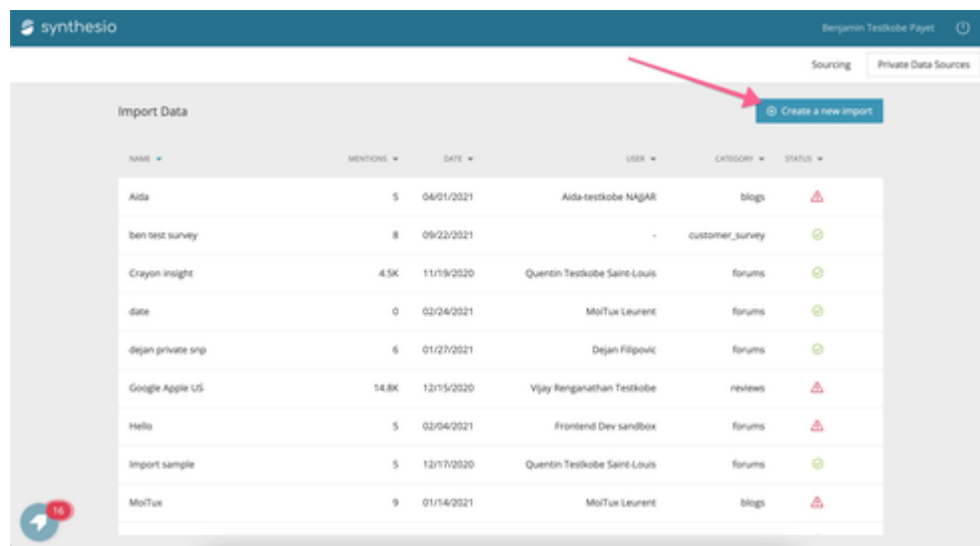
There are a few key features that differentiate Synthesio's survey analysis module from other sources:

- Custom data imports: Right now, we are focused on importing data via CSV & users need to map the column of their files on Synthesio fields. These fields can be from two types - demographics (eg. age group) or questions (eg. open answer) - and will allow specific DataViz for filtering within our platform that can then be used as filters or dimensions in widgets. We call it a single-wave surveys.
- Survey-focused widgets: DataViz will be available for Surveys when users select 'Surveys' in their sourcing. When a survey is imported, users are able to analyze it in a pre-defined report which displays each answer in a default DataViz corresponding to the type of question.
- Easy-to-follow reports: Analyze the data in a pre-defined report which displays each answer in a default DataViz corresponding to the type of question.

Creating a Survey Analysis in Synthesio

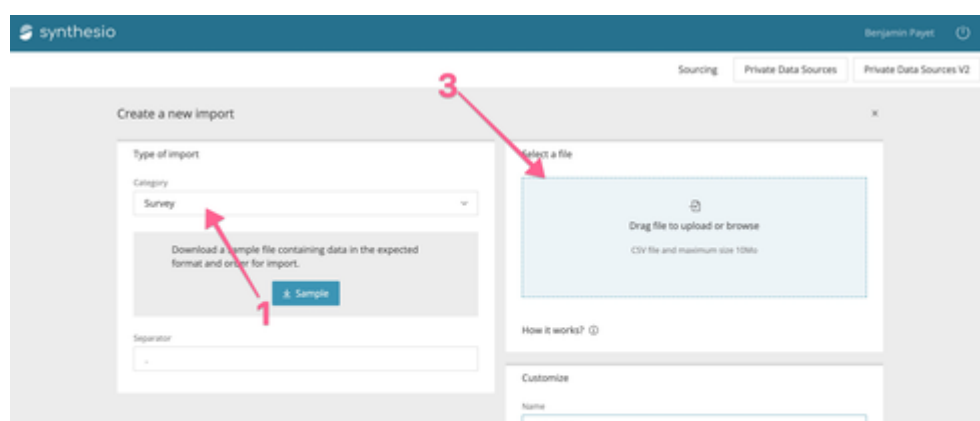
Create a Survey Analysis Module for Beta phase

1. To begin your import, log-in to Synthesio and go to Sourcing. When you get to the



sourcing page, click on 'Create an Import' (as seen below).

2. Select survey type, define your survey name and select the file to upload (CSV or Excel). If you need a template version of the format for your surveys, click on 'Download a template of the expected format' to ensure you upload the correct format



3. Map the column of your files to Synthesio fields, accept the privacy policy and validate import. The Privacy Policy is downloadable if your team would like to read it.

Create a new import

Type of import: Survey: test (sample_import.survey_corrected-format.csv)

Map your data

COLUMN NAME	DATA PREVIEW	FIELD TYPE	VALIDITY
title	What were your most liked aspects of the game?	Define a field type	Define a field type to import this data
content	- / Operators form Rainbow Six Siege and the way...	Define a field type	Define a field type to import this data
date	2020/06/25	Define a field type	Define a field type to import this data
author	Anonymous	Define a field type	Define a field type to import this data

☐ I have read and I agree with the [Synthesio policy regarding personal data.](#) Close Import

4. Wait for the green checkmark that confirms the import.

Import Data

NAME	MENTIONS	DATE	USER	CATEGORY	STATUS
test	5	09/17/2021	Ayda Najjar	Blog	✓
test	8	10/04/2021	Benjamin Payet	Survey	✓
Test for Ryan	5	09/29/2021	Sacha Vaguelty	Survey	✓
test survey	8	09/29/2021	Yee Teng Phoebe Lo	Survey	✓
TestL	5	10/01/2021	Larissa Farcas	Survey	✓
testproduction	5	10/28/2020	admin admin2	Blog	✓
testt	5	09/17/2021	Virginie Ralliere	Blog	✓
testtesttest	5	09/23/2021	Ayda Najjar	Blog	✓
testtt	2	09/23/2021	Virginie Ralliere	Survey	✓

Congratulations! You've uploaded your import.

Tips & Tricks: Modify your CSV file in a text editor & always ensure you input a date in your data with the format '9/29/2021' so that it will import properly.

What are the differences between the fields in the Survey Hybridization Module?

The fields in the Private data interface differ between each source. We'll go over our Surveys fields and the dos & don'ts for each of these fields.

Make sure to use the xls file for the best importation process.

Note: Synthesio has a limit of 20 custom filters allowed per data import

Date

This is the most important aspect of the survey. Make sure to put the date in this format:
YYYY/MM/DD

This is the format to allow you to format.

Multiple answer

Questions that allow users to choose more than one answer. This can be further displayed in a bar chart or Donut chart to show a comparison or show the percentage for a user to draw straightforward conclusions.

Open answer

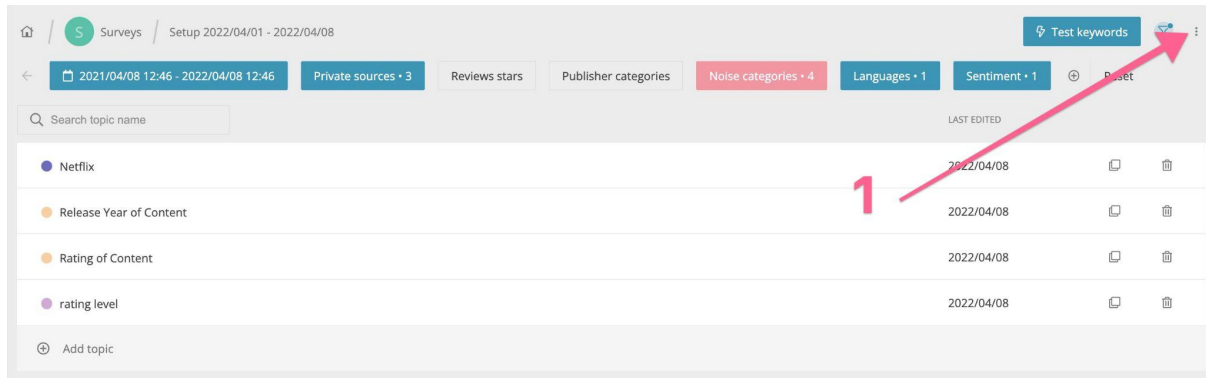
Open-ended survey questions do not have predefined answers and require more than a simple 'yes' or 'no'. Respondents can answer any way they wish, providing insight that may not be gathered from a closed-ended question. This can be further elaborated into a Word Cloud, a Network Chart, or Topic Modeling to see the types of conversations (or answers) that come up around these topics.

Single answer

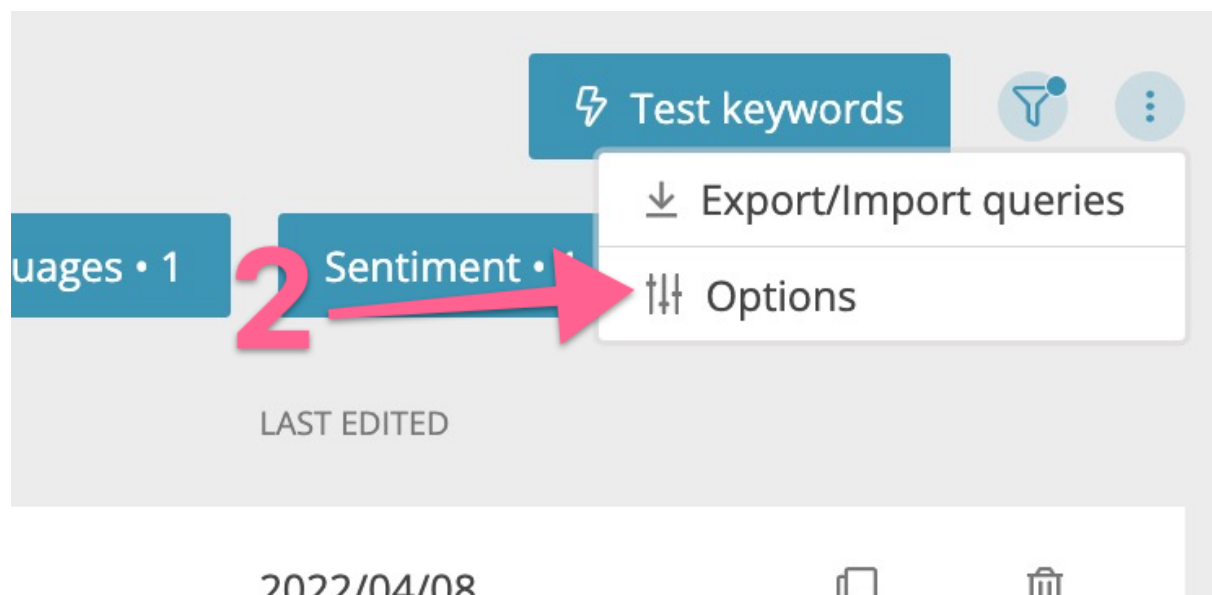
They're used for binary answers, like yes/no, questions with ratings, or nominal scales. They suit situations where only one answer can be true, or when you're asking people to pinpoint to what extent they agree or disagree with a statement. It's easy and quick to answer. Response choice can clarify the question text for the respondent. Improves consistency of responses. Easy to compare with other respondents or questionnaires.

Topic Set Up

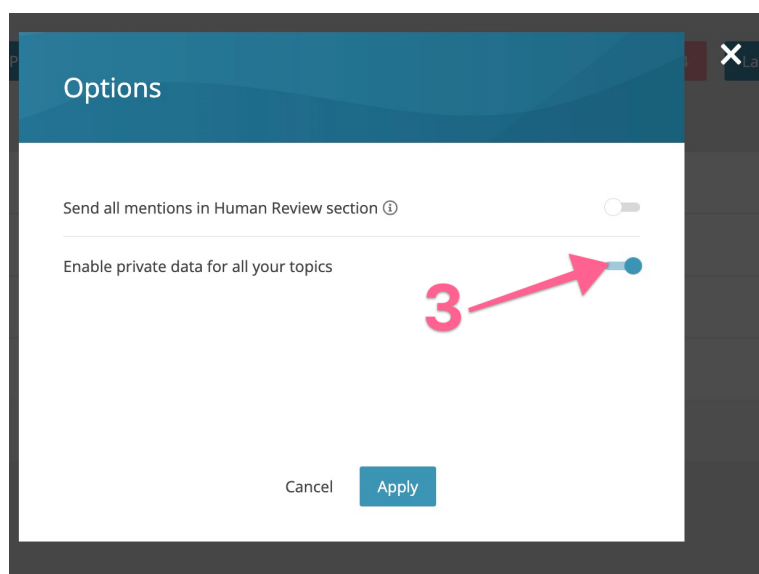
Before you can visualize your reports, set up your topics so that you can track your survey data in the report. Create a topic like you typically would in the interface in the Set up. Now, click on the three-dots in the upper right corner.



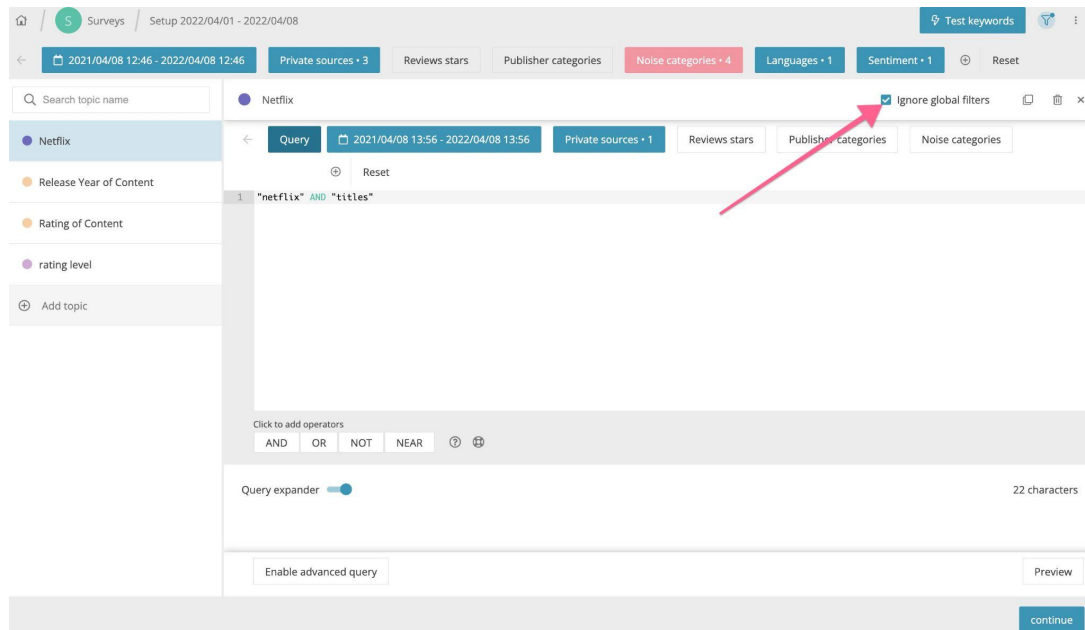
Click on Options to pull up a few toggles that pertain to your data.



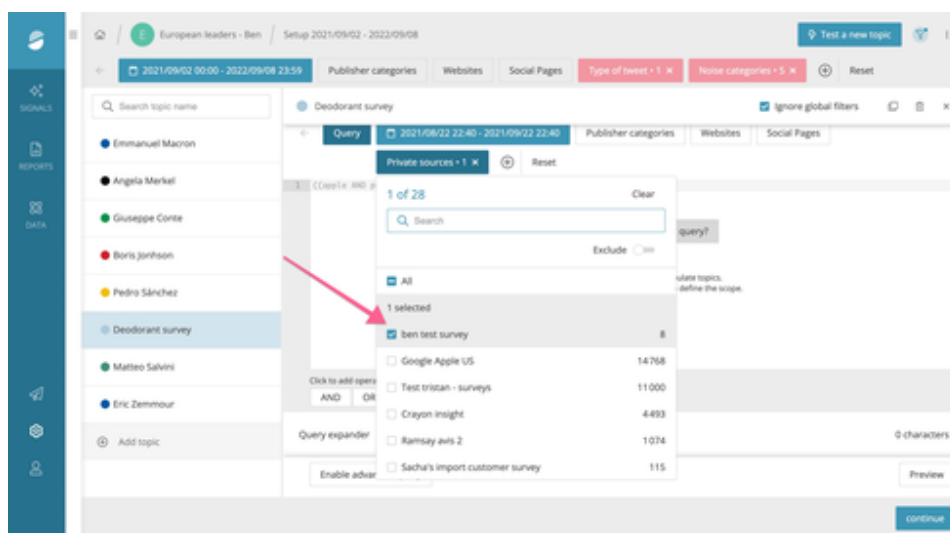
Click on the toggle to enable private data for all your topics. This will allow survey data to populate.



Click on 'Ignore global Filters' for your survey topic. If you have a topic that should include both social & survey, create a second topic that specific which dataset it will reflect.



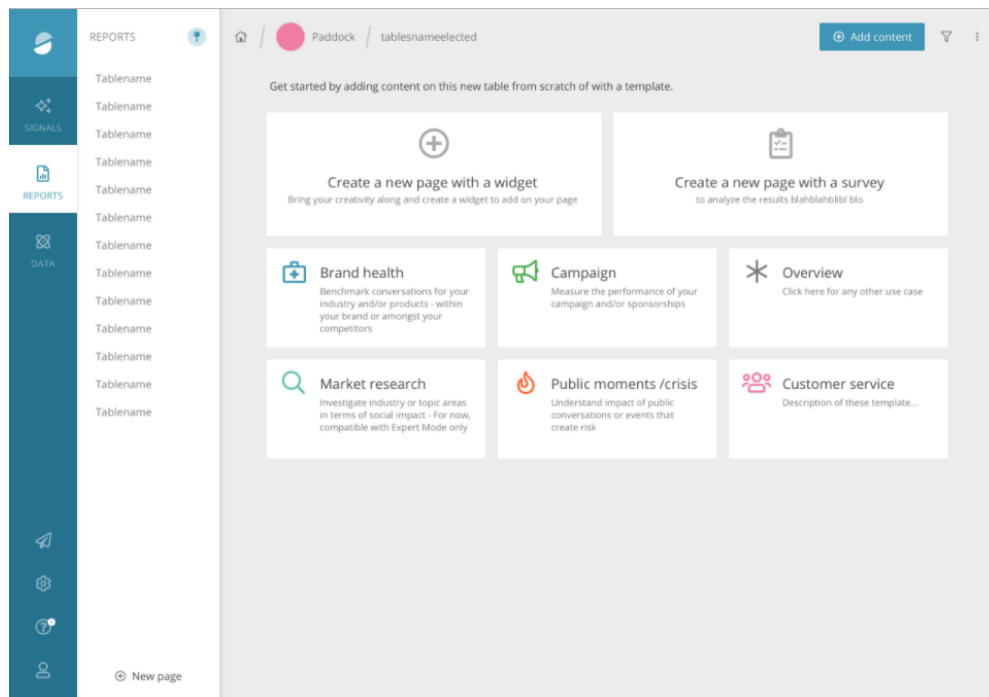
When you click into the topic, make sure to add a filter & click on Private sources. This will bring up all of your private source data. Click on the correct one for your



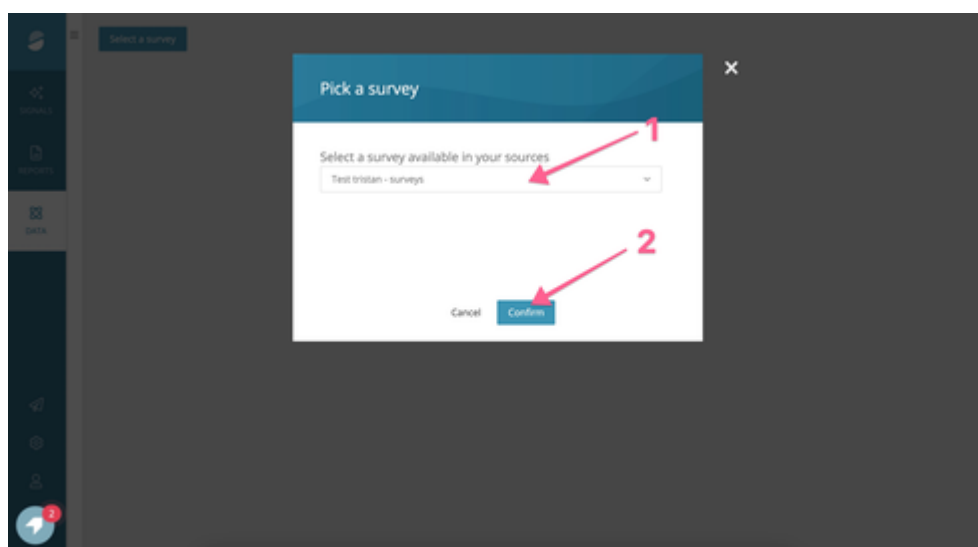
Survey Reports

Now, let's get to the good part of visualizing your data so you can find direct insights.

1. Add your survey into a dashboard by adding it to an existing topic or create a dedicated one. Navigate to Reports > Add a Page > Click on 'Create a new page with a survey'



2. Select your survey and confirm this is the data you want to use.



3. Browse your survey's results by displaying each type of question and demographics of each question.



Analyzing and make the most out of your results

Now, let's maximize your process to get the most successful results at each phase of the module.

Import Phase:

Map your fields

You can import surveys as standard format files (csv, xlsx) into Synthesio. During the import phase, map the column of their files on Synthesio fields, as seen below.

The screenshot shows the 'Create a new import' form in Synthesio. It includes a 'Customize' section for naming and categorizing the import, an 'Import data' section for uploading a CSV file, and a 'Map your data' section for mapping survey columns to Synthesio fields. The 'Map your data' section shows a table with columns for 'TITLE', 'CONTENT PREVIEW', 'SYNTHESIO MAPPING', and 'MATCH'. The table contains three rows of data, each with a 'Select' dropdown for mapping and a 'MATCH' status indicator.

TITLE	CONTENT PREVIEW	SYNTHESIO MAPPING	MATCH
Email address	M-view@montain.com example@gmail.com test.test@test.com	Select	This line will not be imported
Object	Melbourne Riverside Cleveland	Select	This line will not be imported
Object	Tonquatos nostros? quos dolores... Certe, inquam, pertinet non... Si sine causa, nolle me ab eo delect...	Select	This line will not be imported

These fields can be from two types - demographics (eg. age group) or questions (eg. open answer) - and will allow specific DataViz for filtering within our platform.

In the import phase with standard fields -- choose a survey in the import, drop a file, enter a name, then in the mapping phase, it will allow you to define a field type, they are the most used fields (but the custom fields will make it easier).

When you take your survey file & import in Synthesio, the system will recognize each column & it will ask you to pick the field in the mapping so it will turn into a filter.

By assigning a question type to a column, it will tell the platform *how* to use the data & *how* to display it.

Up to 20 custom filters can be created during this phase.

Customize your fields

This is a key ingredient that the surveys module brings into the platform that other platforms can in customizing the data being displayed.

Surveys demographic information brings to light the uniqueness of each answer - after taking these steps, the ability to display this information in a more automated approach gives users a clear visual representation of what is happening in the data.

Country	Age Groups	RESP_AGE_GROUP	Region	Gender	Username	First Name	Lithium Roles	User Type
United States	50-65	50-65	Middle Atlantic	Male	Anne_D	Anne	Fcat_Member, AARcat_Mod, AARcat_Mod, AARcat_Mod, A Moderator	
United States	50-65	50-65	South Atlantic	Female	Steve_AAR	Steve	AARcat_Member, AARcat_GroupA	Participant
					Sonia_AAR	Sonia	AARcat_Member, AARcat_GroupA	Participant

As it can be totally different from a survey to another we are providing a tool to define custom fields during the import. These fields are then used as filters or dimensions in widgets that you can highlight or inflate within your report.

Create your own filter during import (eg. job)

Importing any demographic information just got easier with creating your own filters.

During the import process, create your own filter field after uploading by selecting ‘Create Custom Field.’ Once you have added your new field, wait until you see the green check mark that approves the field type.

This is perfect for manipulating your data to get richer insights & it allows you to easily view in your reports how different demographic groups are responding to these questions if you’re looking for direct insights to cross compare.

Analyze Phase

Synthesio’s BI-reporting style already expands & brings to light specific business questions so you can look directly at the answers in results. Let’s dive into how the Survey Module will bring more specificity into your reporting with these new visualizations.

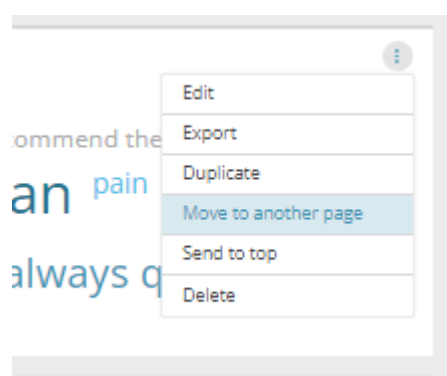


Reporting Options

You can visualize your survey data and social data in single reports or in the same report together.

Before you create a multi-stream report, make sure to create separate reports for each stream of data before you move over the widgets.

To create a multi-stream report, click on the toggle of any widget & you’ll get a drop-down menu. Click on the one that says ‘Move to another page,” and you’ll be able to move to a combined report.



Widget Options

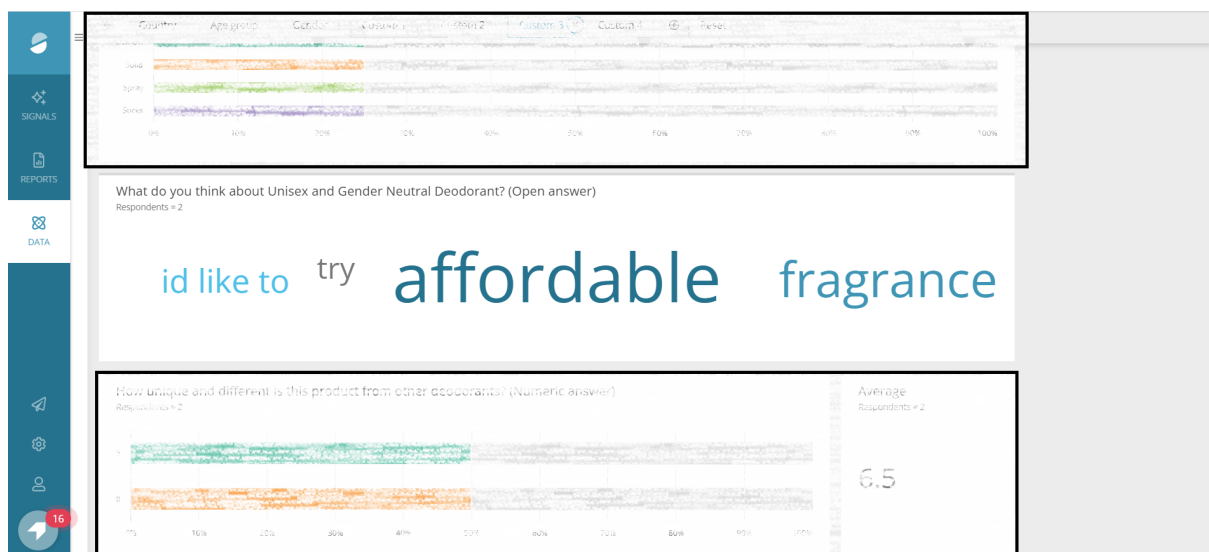
Data visualizations like this one are available - we have new options that allow a user's friendly display of surveys.

Note: All widgets for surveys now contain a respondent number to easily validate your statistics.

Widgets available in this module will be the following:

Open Questions - Word Cloud

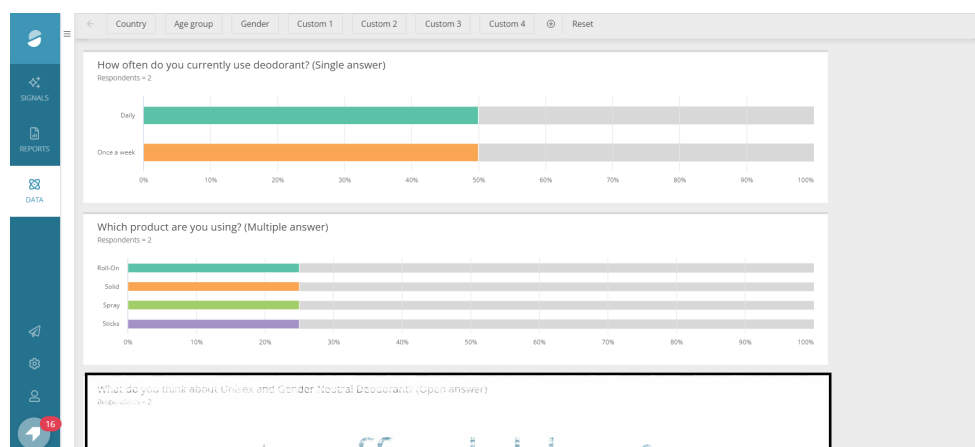
What's an easy way to get high-level insights on open end questions?



The best way to see the most common answers from open-ended questions is in Synthesio's Word Cloud! In the set up phase, after you enable the question 'type,' your report will be able to generate the most common words/phrases in the Word Cloud for your question! You can also find the Volume for each keyword to get more specific insights.

Single & Multiple Answers - Bar Graph & Bar Chart

If you're looking for high-level percentages of your data out of your number of respondents, single & multiple answer bar graphs & bar charts are the perfect way to anecdotally review your survey responses.

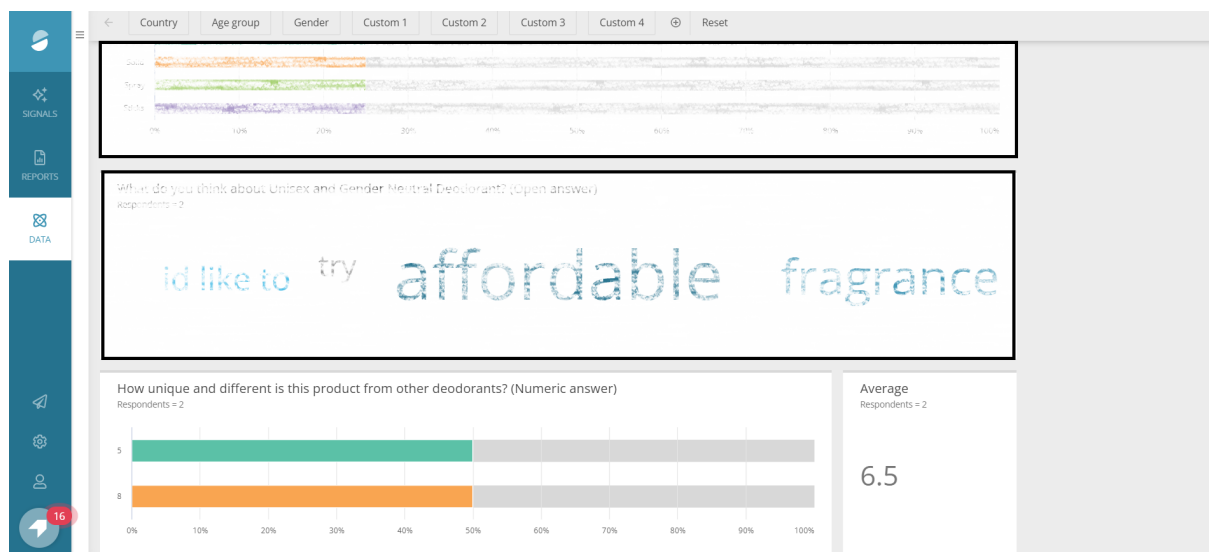


This will show you the total volume percentage for questions with single answers & for multiple choice questions with multiple answers.

Numeric Answer - Key Average Figure

Take out the mathematical part of your survey & have Synthesio widgets take over for you with the numeric answer upload.

By specifying this type during the import, you will benefit from dedicated charts in your reporting. A bar chart displays the number of answers per choice and a key figure indicates the average score.



Note: They are available within the widget builder and are activated when the source is set on "Surveys".

Filter-focused Analysis

Get the most out of your reports & build either reports or widgets at the filter level. To ensure the slickest experience reports page now a data type - survey or social - that allows displaying relevant filters only.

When you display the survey information, then the filters bar will only show *survey filters*. As you upload your first party private data & select 'Surveys' under Category, then the surveys filter bar is adapted to analyzing survey data.

When you go to create a new report page, you'll have to create a new page with a survey.

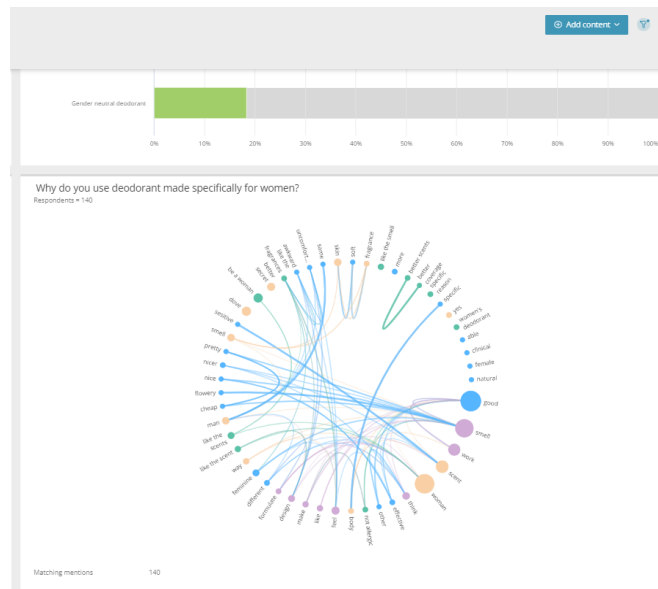
Easy pre-defined reports

From newbies to experts, surveys' analysis is available in **canned reports**.

When a survey is imported, users are able to analyze it in a pre-defined report which displays each answer in a default data visualization corresponding to the type of question (Single answer, multiple answers, Numeric...).

Networks charts

Network chart allows users of Synthesio to get a network-like visual representation of both intensity (based on volume of mentions) and connections of and between words, hashtags, emojis, entities, text analytics.

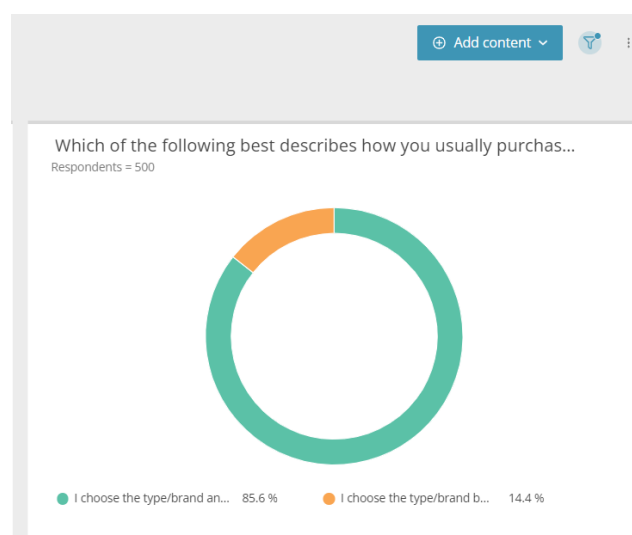


For this specifically, a great indication of how consumers are speaking about this topic & the expressions they use can help indicate the types of conversations people are having from different word associations.

Donuts charts

Donut charts are helpful in displaying information with percentage values of survey data so that people can note exactly major percentages of interest for questions. It can be visually appealing to the team to make correlations between social & survey to show the proportions of categorical data.

Another attribute of this feature is if you apply specific filters on your report, it will display the relevant information.



Future Roadmap of the module

The next development phase for the survey module will allow greater synthesis of data & AI-powered cross-analysis to offer richer insights by combining social and surveys. Here's some features to look forward to:

- Custom demographic fields: Ability to create custom fields for demographic data.
- Multi-universe widgets: combine both datasets in the same visualization. This key feature will help bring together the social data & survey data universes together as social insights being the 'conversation-layer' of demographically-driven insights.
- Imbricated questions upload: If you're not familiar, imbricated questions used when asking the same questions to different criteria. This added benefit will allow you to visualize the answers to these questions & get direct correlation between these answers.