Introduction to CXLink Surveys

The **CXLink** Surveys is a dedicated module, part of **CXLink** Actionable Customer Insights application, designed specifically for customer surveys and feedback collection. This module is extending the **CXLink** customer experience with powerful features to gather and analyze customer input effectively.

Features Overview

1. **Dynamic Survey/Questionnaire Creation by Tenant Admin:**

- **Supported Question Types:**
  - Free Text Entry:
    - Multi-line (Text Area) for suggestions.
    - Date Picker for selecting request dates.
    - Numeric input for data like age.
  - Single Answer Selection:
    - Custom option selection via Radio Buttons.
    - Yes/No questions available via Radio Buttons or checkbox.
    - Rating scales (e.g., 0 to 10, 1 to 5 stars).
  - Multiple Answer Selection: Users can select from Checkbox options.
  - Lookup Selection: Dropdown Lists for categorical selections such as country or product.

- **Localization:** Surveys can dynamically render in multiple languages according to user session preferences.

- **Layout and Branding Options:** Admins can customize branding elements, including logos and survey titles.

- **Question Attributes:** Each question will have properties such as ID, text, type, display order, and weight indicating importance.

2. **Dynamic Survey Rendering:** The module supports adaptive survey rendering across various frontend applications and channels to maximize accessibility.

3. **User Response Grouping:** Effectively aggregates user responses, retaining and organizing feedback results systematically.

4. **Actionable Feedback:** Implements mechanisms for executing specific actions based on feedback analysis outcomes, driving customer engagement.

5. **Feedback Analysis and Reporting:**

- Generates detailed reports on survey responses, providing counts and percentages for each answer option for analysis.

6. **Survey Templates:** Offers predefined surveys for common formats, along with a feature to create and save new templates.

7. **Customer Identity Options for Feedback Submission:**

- Anonymous submissions to encourage honest feedback.
- Registered Customer submissions requiring only Customer ID.
- Non-Registered Customer submissions prompting for additional contact information.

8. **Dynamic Link Generation:** Creates unique links for specific surveys that external systems can use to direct users to **CXLink** at relevant points in their journey. After submission, feedback is stored, and users are redirected back to the originating external system.

By focusing on these enhancements, the **CXLink** Surveys can offer valuable tools for organizations seeking to gather and leverage customer feedback to improve their service and product offerings. I