

Creating a Survey and monitoring the responses

Want to know what your members think of your business? How did they rate your service? gCast has the functionality to insert a customised survey into your campaigns and send the responses directly back to your gCast suite for you to monitor, export and report on.

Creating a Survey is simple

Step 1 - In the navigation menu select Survey and create a New Survey.

The screenshot shows the 'General' tab of a survey configuration page. It includes fields for 'Title', 'Options' (with four radio button choices), 'Availability' (with 'From' and 'To' date pickers), 'Completion reward' (with a numeric input for points), and 'Status' (with 'Inactive' and 'Activate' buttons). A 'Hint' box at the bottom states: 'Use this page to define the general behaviour and characteristics.' At the bottom left are 'Save' and 'Save & continue >' buttons. Three orange-bordered callout boxes are overlaid on the form: '1. Add a title to your survey' points to the title field; '2. Choose the dates in which you wish the survey to be available between' points to the date pickers; and '3. Save & continue' points to the 'Save & continue >' button.

1. Add a title to your survey

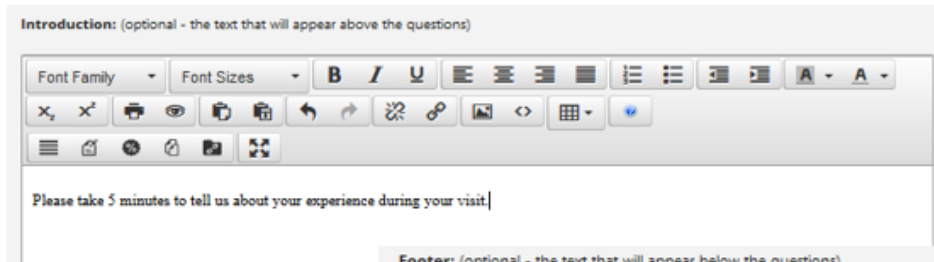
2. Choose the dates in which you wish the survey to be available between

3. Save & continue

Step 2 - In the Information tab, you have the option to insert an Introduction, a footer and after submission response.

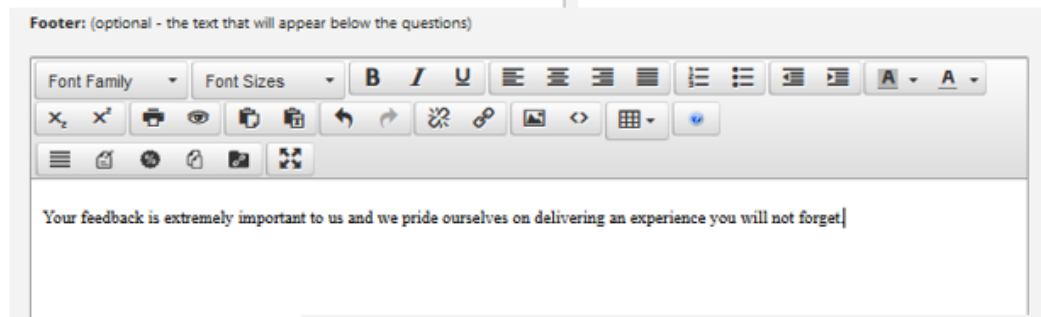
Here are some examples:

Introduction: (optional - the text that will appear above the questions)



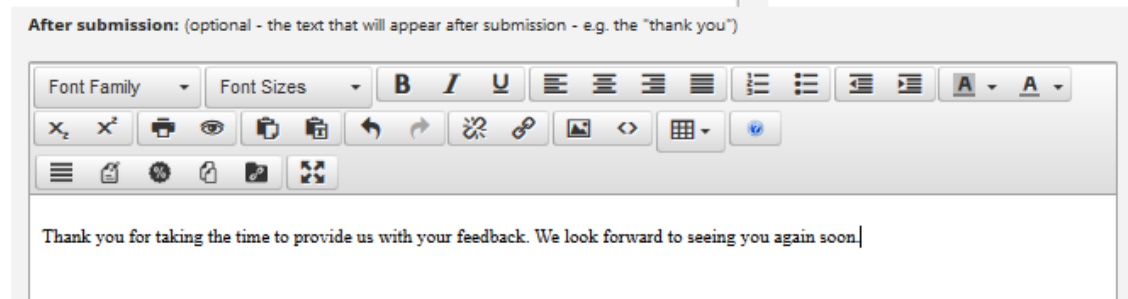
Please take 5 minutes to tell us about your experience during your visit.

Footer: (optional - the text that will appear below the questions)



Your feedback is extremely important to us and we pride ourselves on delivering an experience you will not forget.

After submission: (optional - the text that will appear after submission - e.g. the "thank you")



Thank you for taking the time to provide us with your feedback. We look forward to seeing you again soon.

Step 3 Add questions to your survey (repeat these steps for each question)

General Information Questions Question Definition **X** Responses Linkage Information

Reference: (optional code to refer to this question from elsewhere like Import members or campaign advanced demographics)

Preferred: If checked, this question will be available in the Preferred Demographic area in new campaigns. (A reference must be entered above.)

Required: Checking this means they must answer this question to complete this survey/questionnaire.

Common answers: Unchecking this means that answers will be stored separately for each campaign (if applicable), otherwise they will be stored once only for each person.

Opt-Out page: If checked, this question will be displayed on the Opt-out page. Only show selected options.

Points: (optional points to award a person for answering this question)

Question:

Font Family - Font Sizes - **B** / *I* / U [List Icons] [Align Icons] [Color Icons]

Insert your question into the question field here

Answer format: **Written response**

Place holder: If checked this question will be available for use in emails. (A reference must be entered at the top. Not available for all answer formats.)
 When sent in an email, this text will be used where a person's answer is empty.

Preferred response format:

- Single line of text (one or more words)
- Multiple lines of text (paragraph)
- Whole number (1 to ...)
- Decimal number (e.g. 1.55, 5.5)
- Date specific

Select your response type

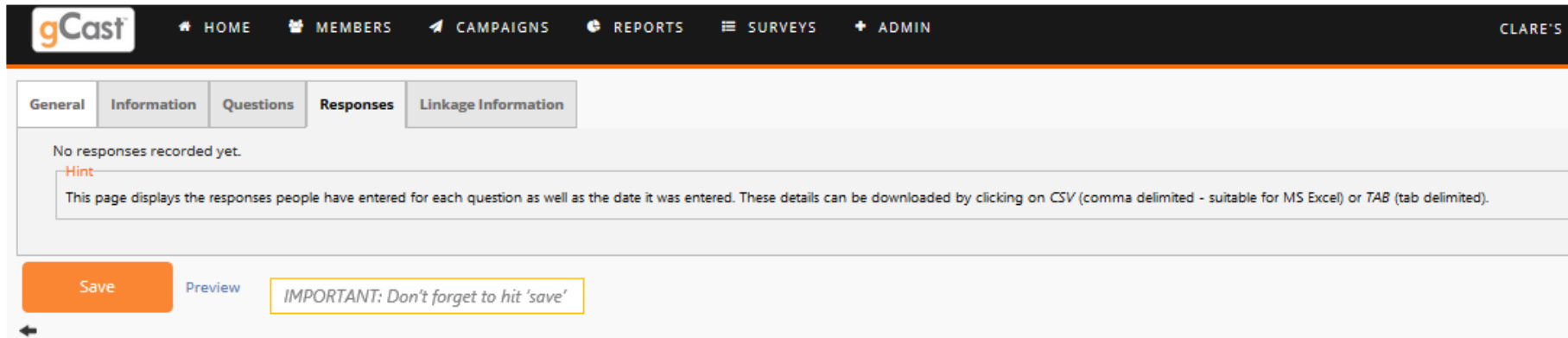
Preferred response type

Save question



Step 4 - Responses

All responses received for an active survey are recorded under the responses tab in the Survey. The responses can be exported to a CSV file if required.



The screenshot displays the gCast web interface. At the top, a navigation bar includes the gCast logo, a home icon, and menu items for HOME, MEMBERS, CAMPAIGNS, REPORTS, SURVEYS, and ADMIN. The user's name, CLARE'S, is visible in the top right corner. Below the navigation bar, a tabbed interface shows five tabs: General, Information, Questions, Responses (which is currently selected), and Linkage Information. The main content area under the 'Responses' tab displays the message "No responses recorded yet." Below this message is a "Hint" box containing the text: "This page displays the responses people have entered for each question as well as the date it was entered. These details can be downloaded by clicking on CSV (comma delimited - suitable for MS Excel) or TAB (tab delimited)." At the bottom of the interface, there is an orange "Save" button, a blue "Preview" button, and a yellow-bordered warning box that reads "IMPORTANT: Don't forget to hit 'save'". A back arrow icon is located in the bottom left corner.