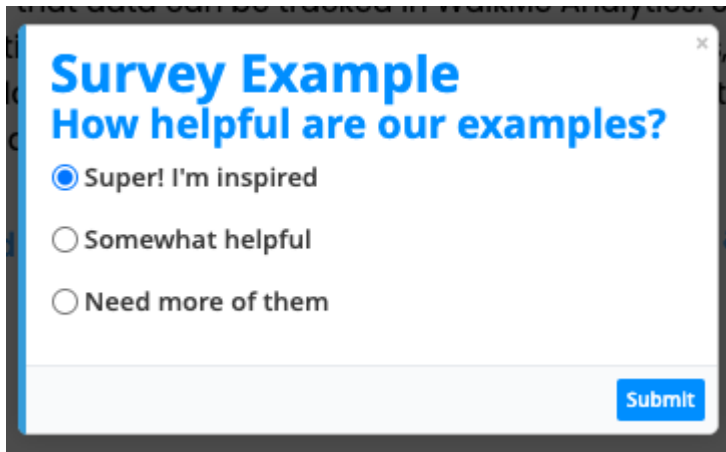


Surveys

Brief Overview

WalkMe Surveys are used to collect feedback from users. The survey data collected can then be tracked using Insights, WalkMe's analytics platform. Surveys can be customized with different question types, set to play at various frequencies, or configured to play automatically.

Surveys can be implemented at any stage of your WalkMe build. You can use them as an initial questionnaire to pinpoint problems, or during Smart Walk-Thrus and ShoutOuts to collect data and assess knowledge.



A screenshot of a survey modal titled "Survey Example" with the question "How helpful are our examples?". It features three radio button options: "Super! I'm inspired" (selected), "Somewhat helpful", and "Need more of them". A blue "Submit" button is located at the bottom right of the modal.

Use Cases

- **Knowledge test:** Test the knowledge of employees after they have learned a new process
- **Feedback:** Get feedback from customers about a new feature that has just been released
- **Net Promoter Score:** Understand customer loyalty and satisfaction
- **User input:** Ask your users what topics they need help with

We recommend using Surveys in one of two ways:

Ask your users about WalkMe

- Add a Survey at the end of a guidance flow to ask if it was helpful

Tip: Make sure the Survey colors and design is similar to other WalkMe items.

Ask your users about your site

- Launch a Survey asking users about a certain feature in your site, a recent change, or else anything you want to know

Tip: Design the survey to look more native to your site.

How It Works

Surveys can be set to play automatically, at the end of a Smart Walk-Thru, or can be triggered by a Launcher or ShoutOut.

Surveys appear in the center of the screen with a faded out background over the rest of the screen. You can use multiple choice or free-text question types.

Once a Survey is triggered, all the Survey's questions will be presented for the user to answer. When the user clicks the **Submit** button, the responses are sent to Insights, WalkMe's analytics platform.

The data collected can allow you to make informed decisions on what you what to pinpoint next, how users are adopting a new process, or what users think of a particular site feature.

Building a Survey

To learn how to build a Survey, please refer to the following article: [Surveys: Getting Started Guide](#)

□ Digital Adoption Institute

- View the [Basic Solution Building course](#) in the *Digital Adoption Technical Training* curriculum.
- View the [QA Specific Apps course](#) in the *Quality Assurance* curriculum.
- Don't have a DAI account yet? [Sign up here](#)

Related Resources

- [CSS for Surveys](#) - customize your Survey's design
- Read about [Smart Walk-Thrus](#) and [Launchers](#), which can also start Surveys
- [Learn about WalkMe NPS Surveys](#)
- [Learn about Segmentation](#)
- [Find out more about Goals](#)