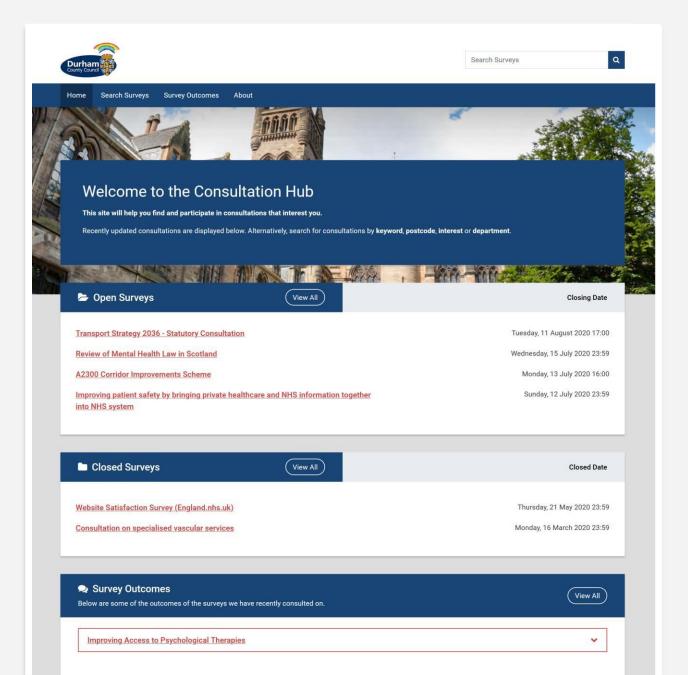


Survey Module & Engage 360

This feature allows you to create surveys, which you can push out onto a branded portal.

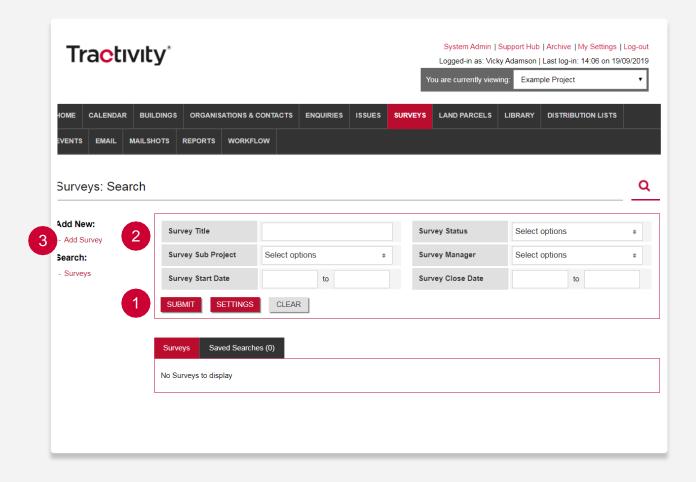
Each survey seamlessly integrates with Tractivity, meaning you create and capture your stakeholder feedback.

- Collect demographic data.
- Share your survey online, via social media or in email with a unique URL.
- To run alongside the Survey Module, Engage 360 platform offers clients a branded platform, where all open surveys can be accessed. If you would like more information on Engage 360, please contact your account manager.



Search for existing Surveys

- Click Submit to find all Survey's already added to Tractivity.
- 2. Use the search boxes to find a specific survey.
- 3. Or Click Add Survey to create a new survey

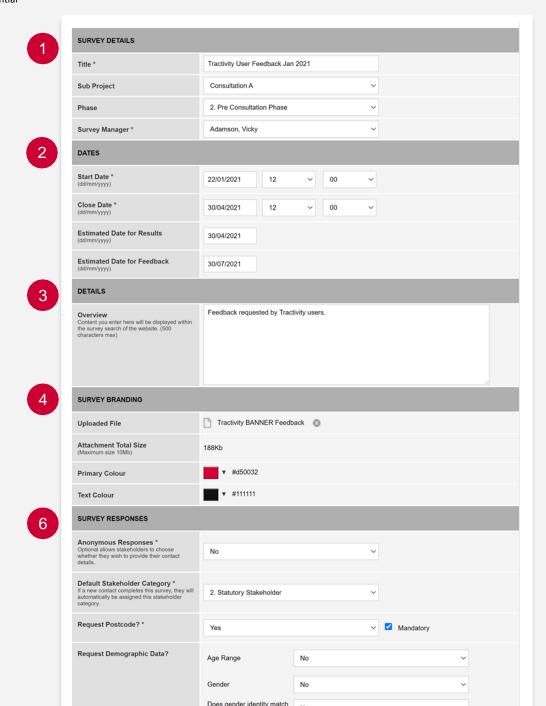


Add Survey

Add Survey Screen is broken-down into six sections:

- 1. Survey Details
- 2. Dates
- 3. Details (switch off if you wish)
- 4. Survey Branding
- **5. Contact Details** (switched off) not shown in the example
- 6. Survey Responses

Sections highlighted in red, can be switched of for those clients not using Engage 360, unless you wish to add additional information for read only purposes.



Create a Tractivity Form

- **1. Title –** describe the survey, so other members of the team can easily identify the survey.
- **2.Sub Project & Phase** associate a sub project to your survey.
- **3.Survey Manager –** auto populates to the logged in user.
- **4.Start/ Close Date –** Choose the date and time that you wish for the survey to be available, for stakeholders to respond and a close date.
- **5.Estimated Date for Results & Feedback –** choose a date you estimate results and feedback to be available. These two dates have been added to provide you with more reporting options.

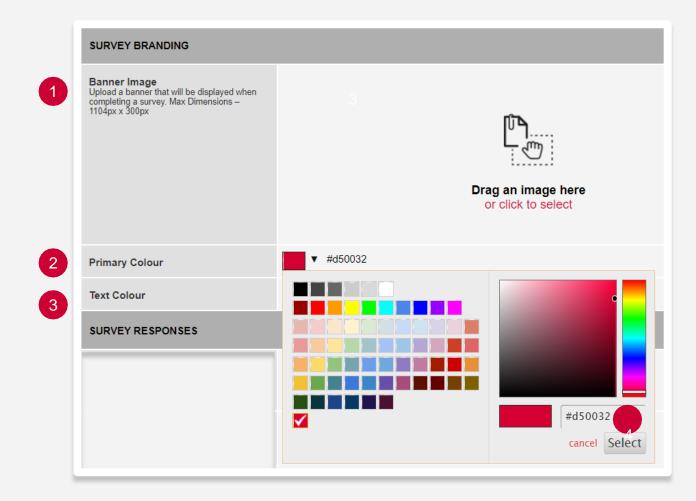
Please note that any information marked with an * asterisk is mandatory.

Title *			
Sub Project	select		
hase	select		
Survey Manager *	Adamson, Vicky		
DATES			
Start Date *	04/03/2020	Not Set ▼	Not Set
(dd/mm/yyyy)			
Close Date * (dd/mm/yyyy)	04/03/2020	Not Set ▼	Not Set
Close Date *	04/03/2020	Not Set ▼	Not Set

Survey Branding

- **1. Banner Image –** upload a logo or a full width banner which will appear at the top of your survey.
- **2.Primary Colour -** add your own Hex reference if you wish, to match your brand/project guidelines.
- **3.Text Colour -** add a Hex colour to match your brand/project guidelines.
- **4.Hex Colour –** you can enter the Hex reference here.

.



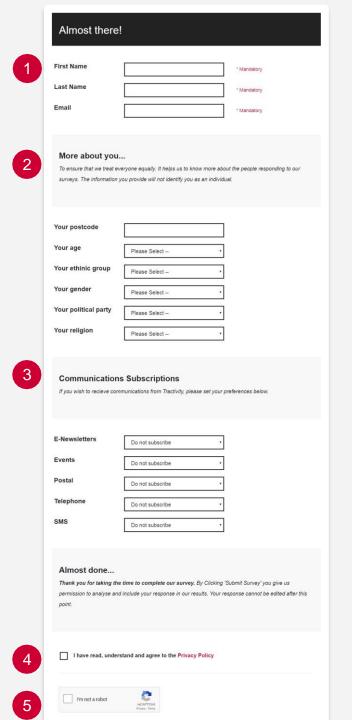
Capture Stakeholder Details

The following page can be viewed when previewing your survey.

Once all survey questions are answered, you will see an **Almost there! Page**, which will capture:

- 1. Select the anonymity of survey responses.
- A range of demographics, including: Postcode,
 Age, Gender, Pregnancy, Marital Status,
 Disabilities, Ethnic Group, Gender, Caring
 Responsibilities, Sexual Orientation, Political Party
 and Religion.
- Decide whether you wish to capture communication Preferences.
- 4. You can even include and upload your own privacy policy here.
- We have added, I'm not a robot captcha, to prevent spam, junk postings or spam user accounts.

Preview this page, when previewing your survey questions.



Capture Stakeholder Details

Select the data you wish to collect for each survey response submitted. Any question switched on will then become available for respondents to complete in the survey registration form on the last page:

- **1. Anonymous Responses -** Yes, No or Optional provides the survey participant with option of both.
- 2. Request Organisation Name? Yes or No, would you like the survey registration page to ask for the contacts Organisation name. You can also tick the "Mandatory" box to make this question Mandatory.

SURVEY RESPONSES				
Anonymous Responses * Optional allows stakeholders to choose whether they wish to provide their contact details.	select	•		
Request Organisation Name? *	Yes	•	☐ Mandatory	
Request Demographic Data?	Job Title	No	•	
	Age Range	No	•	
	Year of Birth	No	~	
	Gender	No	~	
	Marital Status	No	•	
	Ethnic Group	No	•	
	Preferred Language	No	~	
	Sexual Orientation	No	~	
	Religion	No	~	
	Political Party	No	~	
Request Communication Preferences? *	No	•		
Request Postcode? *	select	•		
Display Partial Responses? *	No	~		

Capture Stakeholder Details

- 1. Request Demographic Data? Collect and capture data about your survey participants including; Age, Ethnic Group, Gender, Political Party and Religion. You can select whether to ask participants for this information and whether it is mandatory.
- 2. Request Communication Preferences? Do you wish to capture, or allow participants to update their preferences at the end of the survey?
- 3. Request Postcode? capture postcode data from each survey participant. In doing so, you can see response locations from the Mapping tab, within the View Survey Screen.
- **4. Display Partial Responses?** Partial responses allow you to view and analyse unfinished surveys.
- **Please Note ** Request Demographic data, will only display information recorded inside the Add Contact Screen. To record more demographic data, visit System Admin> Field Configuration> Contact.

	SURVEY RESPONSES				
	Anonymous Responses * Optional allows stakeholders to choose whether they wish to provide their contact details.	select		•	
	Request Organisation Name? *	Yes		∨ □ Mandatory	
1	Request Demographic Data?	Job Title	No		•
		Age Range	No		•
		Year of Birth	No		•
		Gender	No		•
		Marital Status	No		•
		Ethnic Group	No		•
		Preferred Language	No		•
		Sexual Orientation	No		•
		Religion	No		•
		Political Party	No		•
2	Request Communication Preferences? *	No		•	
3	Request Postcode? *	select		•	
4	Display Partial Responses? *	No		•	

Add Survey Questions

Now it's time to start building your survey questions.

1. Click - Add Questions

Client Co

Surveys: View Survey

Add New:

- Add Questions

Survey:

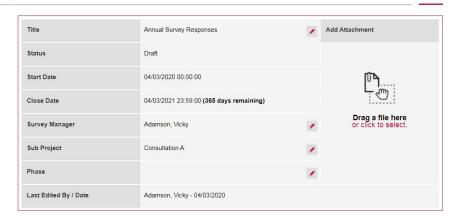
- View Survey
- Edit Survey
- Clone Survey - Link Events
- Archive Survey

Print:

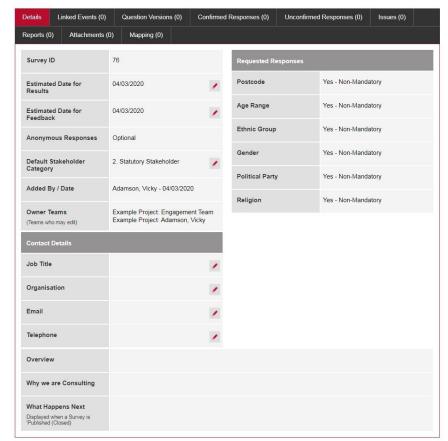
- Printable Version

Search:

- Surveys

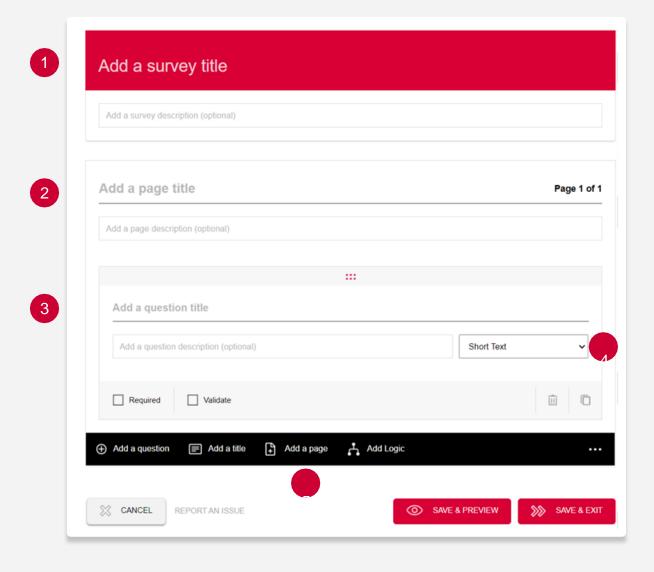


Q



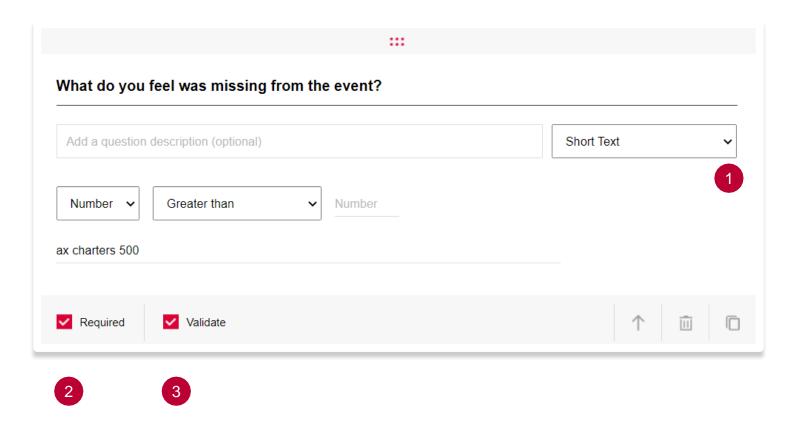
Survey Question Layout

- Add a survey title you can enter a title for your survey along with an overview description (if required).
- **2. Add a page title -** available to add topic headers and descriptions *to each page of your survey*.
- 3. Add a question title type your question here.
- **4. Survey question types -** select from the dropdown.
- 5. Add a page By default, your survey questions will be displayed on one page, but you can help prevent survey fatigue and improve your respondents' experience by breaking your survey into multiple pages. This brings us neatly on to skip logic itself, the rules direct the respondent to pages based on their answers. Taking them to a page with questions you want them to answer, or away from ones that you don't, or that may be irrelevant.



Short & Long Text Question Types

- 1. Short & Long Text allow participants to answer with a free text box.
- 2. Required compulsory to answer (available on every question type).
- 3. Validate tick box set restrictions on the answers, such as what type of answer or how many answers/characters a respondent can provide.



Radio, Checkbox & Dropdown Questions

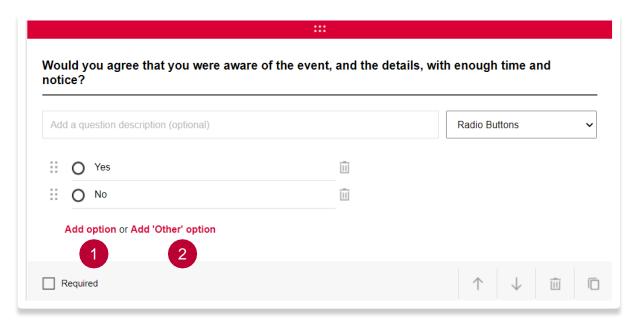
Radio Buttons - list of two or more options and the participant must only select one.

Checkboxes - multiple options can be selected.

Dropdown - a great option when your list is large and allows participant to select only one answer.

New features for these questions' types

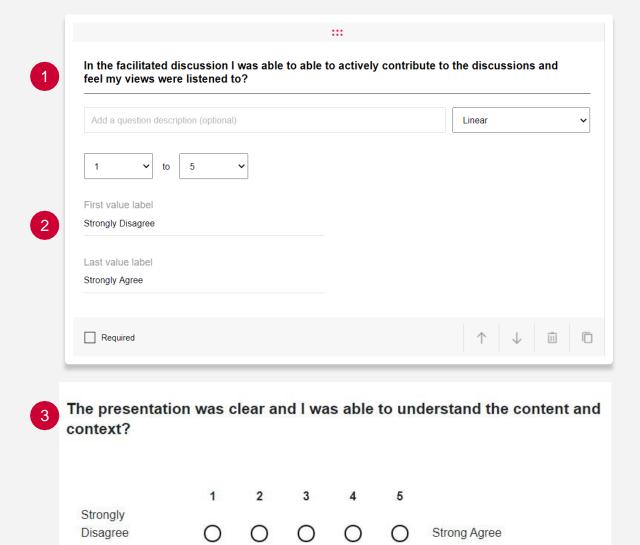
- 1. Add Option add new answers to the list.
- 2. Add 'Other Option allows stakeholder to type an associated answer.



Linear Questions

Linear question type, asks for a single-response from a range or scale – great for capturing opinion.

- 1. Option Values enter your range.
- **2. Value Labels -** allows you to attach a meaning to the first and last value i.e., '1' Very Poor and '10' Excellent.
- 3. Example of how a question is displayed for your stakeholders.



Date & Time Questions

Date & Time Question type - allows a date in the format of DD/MM/YYYY and a time in the format HH:MM.

Time Question Type - asks the stakeholder to enter a time in the format HH:MM.

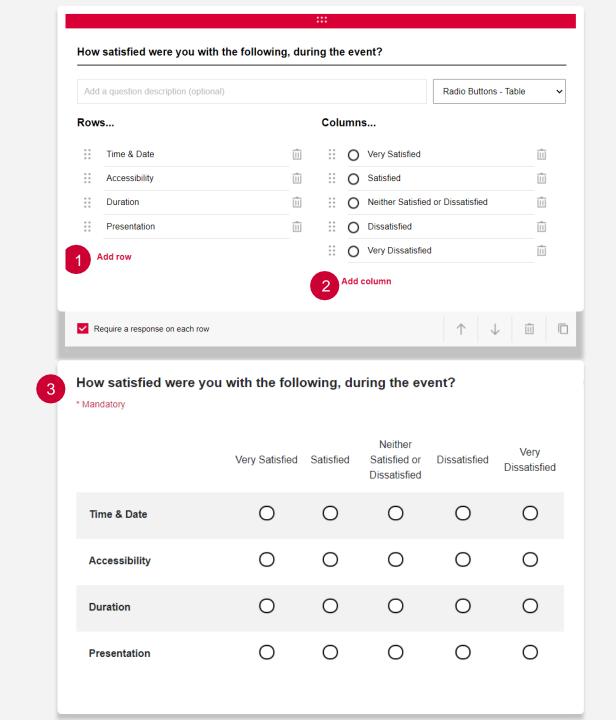


Table Survey Question

Table questions allow you to combine multiple questions with the same answers. This is most useful when you need to ask multiple questions that have the same answers or rated on the same scale.

Table Survey Questions can be used for radio, checkbox and Dropdown question types.

- 1. Add row add question
- 2. Add column add question answer
- 3. Example of how your stakeholders will view question.



Skip Logic

- Question Logic diverts participants to a different page based on their answer.
- Page Logic allows you to customise the way your pages are loaded as the respondent moves through a survey. For example, you might take them to pages with questions you want them to answer, or away from ones that you don't, or are irrelevant.

Skip Logic Type	Description
Question Skip Logic	Applied to a question. Lets you skip respondents to a future question or page in the survey based on the answer choice they select.
Page Logic	Applied to a page, every stakeholder that reaches the page is redirected to a specific destination later in the survey—like a later page or the end of the survey.

Question Skip Logic

The table on the right shows all your 'Skip Logic' options, and what each option does.

Page Logic Options	Description
Go to Page	This will skip respondents to the designated page. You must move respondents forward through the survey, and not backward.
Go to submit form	This will send respondents directly to the end of the survey, which will activate 'The Almost There Page' were specified demographics are collected.
Terminate	You can add a custom message so the participant understands why the survey has been terminated. Their response will be considered DISQUALIFIED when viewing/analysing responses.

Question Logic Example

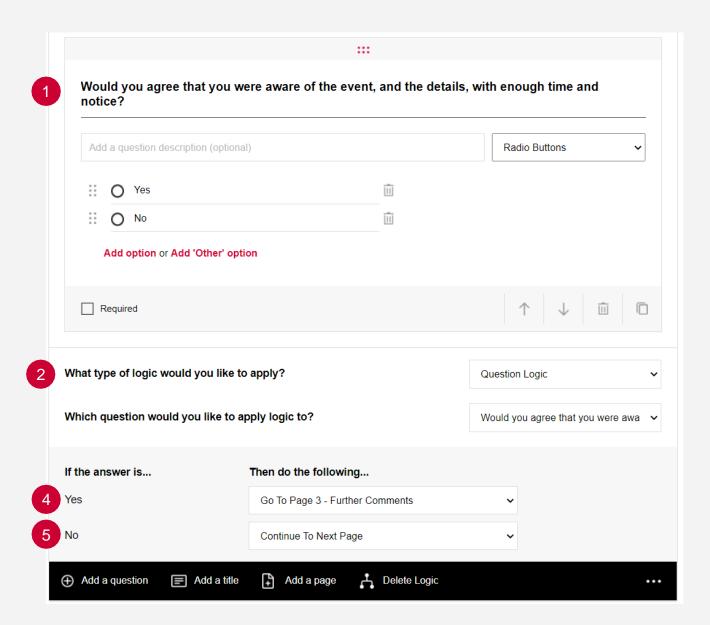
To apply question logic:

Example Question

'Would you agree that you were aware of the event, and the details were enough notice'?

Yes - Go to Page 3.

No - Go to Page 2. Page 2 will ask a question on how this could have been improved.



Cancel, Report an Issue, Preview & Save

- **1. Cancel -** your survey at any time meaning no questions added here will be saved.
- 2. Report an Issue Should you experience any problems, report the issue directly with our support team.
- **3. Save & Preview -** save your changes and view a preview of the survey.
- **4. Save & Exit -** save the changes and go back to the View Survey screen.

Add a page description (optional)		
as a page cooripion (opional)		
	:::	
Would you be interested in attending	future events?	
Add a question description (optional)		Radio Buttons
Yes	Î	
₩ O No	Î	
Add option or Add 'Other' option		
✓ Required		↑ <u> </u>
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1 1
Add a question 🗐 Add a title 🔓 A	dd a page 🔥 Add Logic	
7 100 a question = 7 100 a title + 71	Ad a page.	
	••	

Preview Survey

Questions Heading, provides three options:

- Edit Questions edit your survey questions at anytime.
- Preview Questions view your Survey questions and the final page of your survey where you capture your Stakeholders' details.
- Email Preview Link click and send an email to colleagues to review your survey questions, before the survey is live.

Client Confidential

Surveys: View Survey

Survey:

- View Survey
- Edit Survey
- Clone Survey
- Link Events
- Terminate Survey

Questions:

- Edit Questions
- Preview Questions
- Email Preview Link

Communicate:

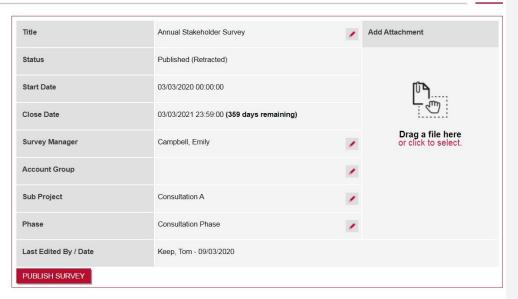
- Email Respondents

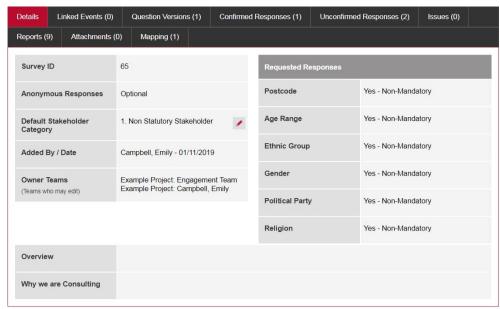
Print:

- Printable Version

Search:

- Surveys





Publish Survey

Once you are happy with the survey questions and the dates the survey will be available, you can publish your survey.

To Publish your Survey:

- 1. Click **Publish Survey**.
- 2. Click **OK** to proceed.

Once a survey is published it will be available from the start date/time until the end date/time.

Client Confidential

Surveys: View Survey

Survey:

- View Survey - Edit Survey

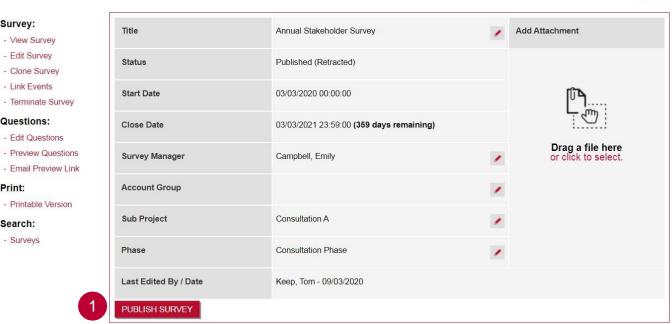
- Link Events

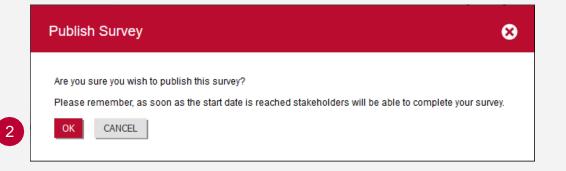
Questions:

Print:

Search: - Surveys





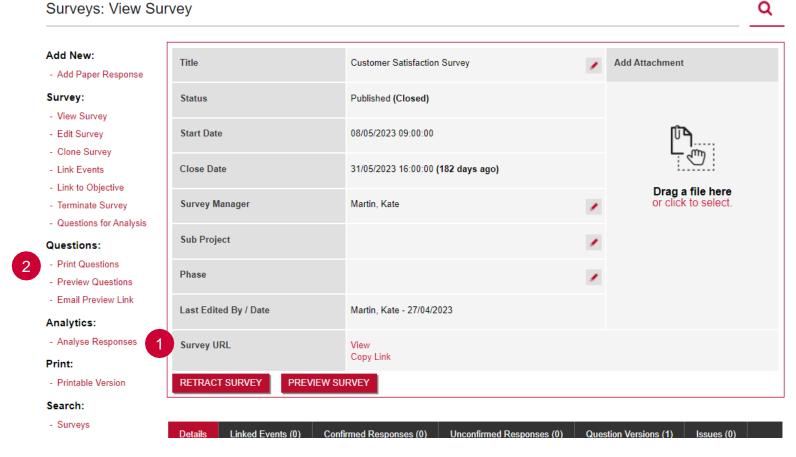


Share your Survey

Once your survey is published, you can share your survey with stakeholders in two ways:

1. Survey URL - share your survey online on social media platforms, via email or on your website. Here you can select "View" to view a copy of your survey or select "Copy Link" to copy the URL.

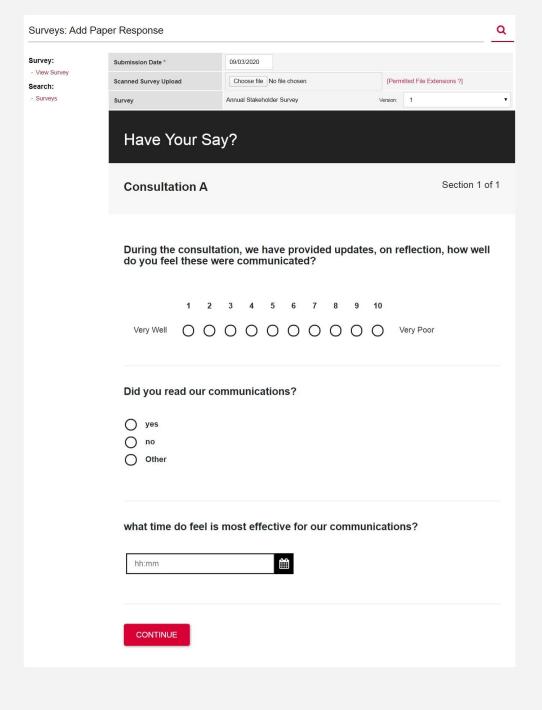
2. **Print Questions -** download your survey questions into a word document. Add your branding, or any additional information and print off and share.



Add Paper Response

You can manually input paper responses. Essentially this lets you fill out your survey, in the same way a stakeholder would.

There isn't a way to upload or import responses in bulk. There is an option to attach a scanned copy of the paper response to each submission.



Retract Survey

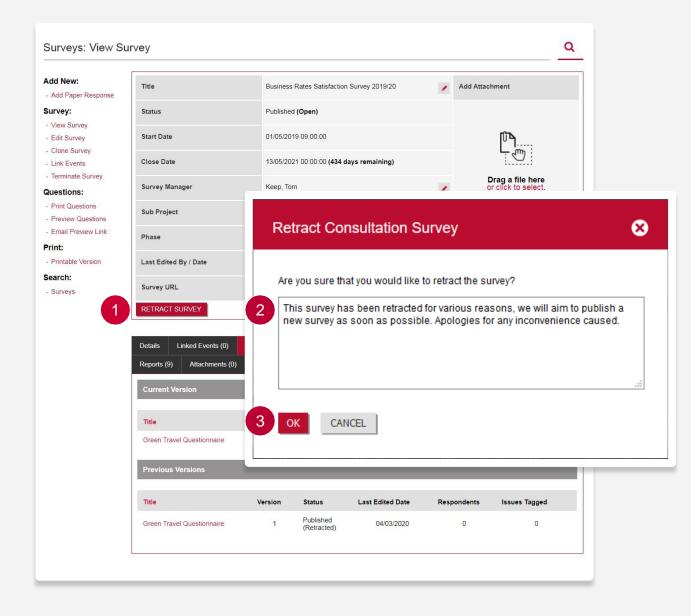
Once a survey has received responses, keep in mind that some participants have already responded to your survey, so any edits made there-after may affect your overall results.

To retract a survey:

- 1. Click Retract Survey
- 2. Type your message as you would like it to appear to your respondents who try to attempt to take the survey whilst it is temporally retracted.
- 3.Click OK.

Don't worry your survey URL will remain the same when you republish.

From the **View Survey** Screen, you will be able to see all versions of your survey. For example, if you amend your survey 5 times, 5 versions will be shown within this tab.



Survey Submission Confirmation Email

All completed survey submissions will automatically receive a Survey Submission Confirmation Email. Surveys submitted anonymously will see the below screen, providing them with the option to receive an email.

Emails includes:

- A PDF copy of their survey submission.
- Unique response reference number.
- · A link to confirm survey submission.

Your response reference number is

#00002820

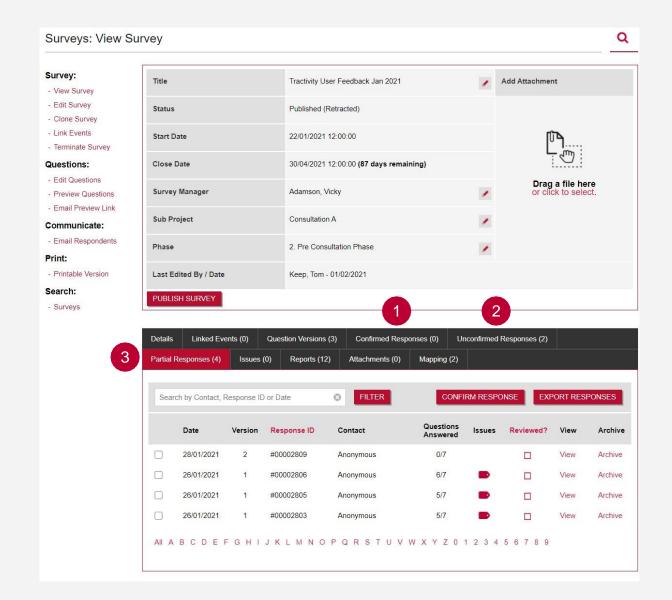
Please have this available if you need to contact us about your response.

Would you like an email receipt? Your survey response has been submitted anonymously. If you would like to receive a receipt via email containing a copy of your response, please enter your email address below and click Request Receipt. Your email address will not be saved or used in any way other than to send this receipt. Email REQUEST RECEIPT

Confirmed, Unconfirmed and Partial Responses

Survey Responses are split into three tabs, shown on the halfway navigation bar:

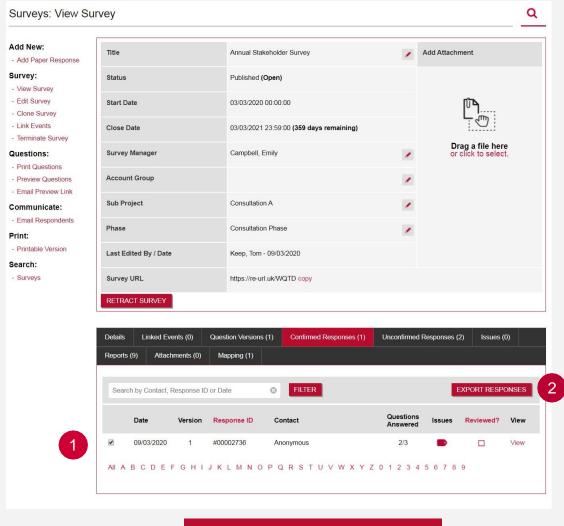
- Confirmed Responses any responses who have confirmed their email address via the confirmation email.
- 2. Unconfirmed Responses anonymous responses who selected not to receive the confirmation email and clicked the link inside the confirmation email.
- **3. Partial Responses -** unfinished surveys, were one page or more has been completed.



Export Survey Responses

Export and view responses either, during the survey or once the survey is closed.

- 1. Tick which response you wish to export.
- 2. Click EXPORT RESPONSES.
- 3. Select your desired format and then click **OK**.





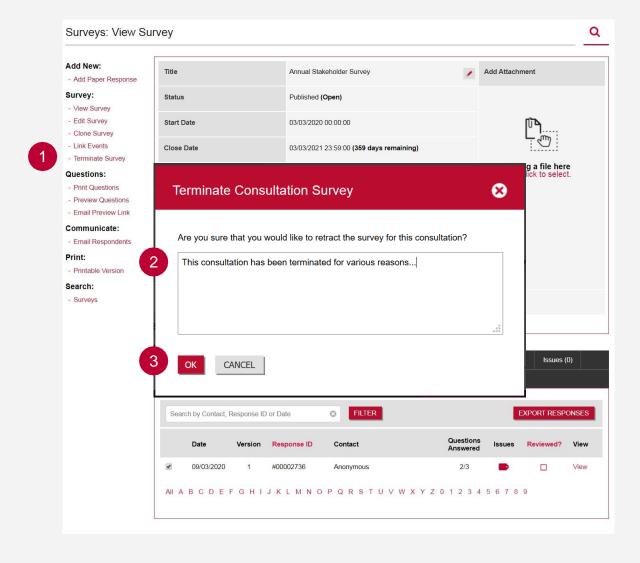
Terminate Survey

Terminating a survey means you cannot edit or re-publish that survey in the future.

Terminating a survey, automatically removes the survey and provides a response entered by you explaining the reason for the termination.

To terminate a survey:

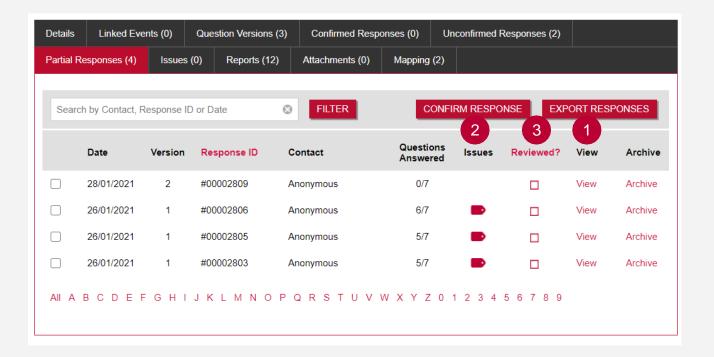
- 1. Click **Terminate Survey**.
- 2. Enter the reason for the termination in the text box.
- 3. Click OK.



Reviewing, tagging & exporting responses

Once a survey has reached its close date the survey will automatically be given a status of Published (Closed). You may wish to do any of the following;

- 1. View click on this to view each survey response.
- **2.** Tag Issues to highlight and log feedback.
- **3. Reviewed -** tick the survey responses you have reviewed in the check box here.



Survey Reports

Reports for Surveys are found inside the **View Survey** Screen on the halfway navigation bar.

There are 3 reports in the following formats titled:

- 1. Responses in PDF format
- 2. Responses in Excel Format
- 3. Responses Summary in PDF format

Each of the above reports can be viewed for; All Responses, Confirmed Responses, Unconfirmed Responses and Partial Responses.

To view a report which is in real time, please click the red **Request Report** and an email will be sent to your inbox.

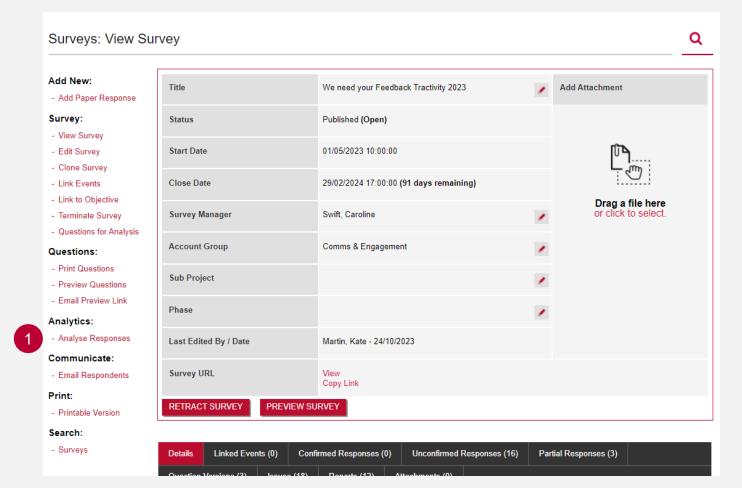
Please note: the All Responses – PDF report will not be available if there are 500 or more answers for a survey.

Attachments (0) Mapping (2	(t)	
L B D / T		
Last Run Date / Time	Real Time	View
29/01/2021 05:00:13	Request Report	View
29/01/2021 05:00:03	Request Report	View
29/01/2021 05:00:09	Request Report	View
29/01/2021 05:00:05	Request Report	View
29/01/2021 05:00:07	Request Report	View
29/01/2021 05:00:11	Request Report	View
29/01/2021 05:00:07	Request Report	View
29/01/2021 05:00:11	Request Report	View
29/01/2021 05:00:11	Request Report	View
29/01/2021 05:00:08	Request Report	View
29/01/2021 05:00:15	Request Report	View
29/01/2021 05:00:12	Request Report	View
	29/01/2021 05:00:03 29/01/2021 05:00:09 29/01/2021 05:00:05 29/01/2021 05:00:07 29/01/2021 05:00:11 29/01/2021 05:00:07 29/01/2021 05:00:11 29/01/2021 05:00:11 29/01/2021 05:00:15 29/01/2021 05:00:15 29/01/2021 05:00:12	29/01/2021 05:00:03 Request Report 29/01/2021 05:00:09 Request Report 29/01/2021 05:00:05 Request Report 29/01/2021 05:00:07 Request Report 29/01/2021 05:00:01 Request Report 29/01/2021 05:00:01 Request Report 29/01/2021 05:00:01 Request Report 29/01/2021 05:00:11 Request Report 29/01/2021 05:00:11 Request Report 29/01/2021 05:00:01 Request Report 29/01/2021 05:00:08 Request Report 29/01/2021 05:00:05 Request Report

Once you start receiving responses to your Survey, you can use the "Analyse Responses" functionality to help visualise your responses more clearly.

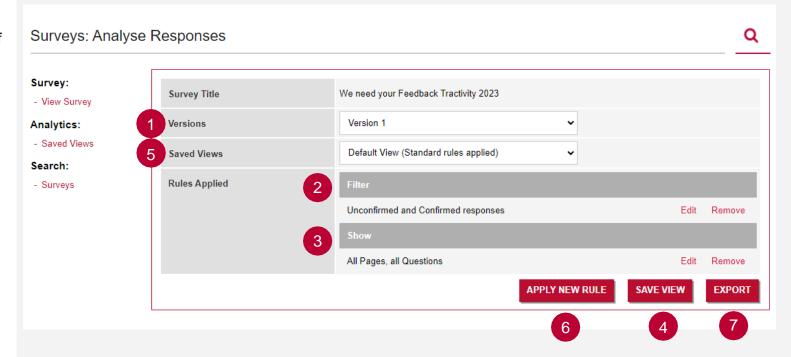
To navigate to the "Analyse Responses" page, please do the following:

- Find your chosen survey within the Survey Search Page.
- 1. From the "View Survey" screen, select "Analyse Responses"
- 2. You will then be taken to the "Analyse Responses" page.



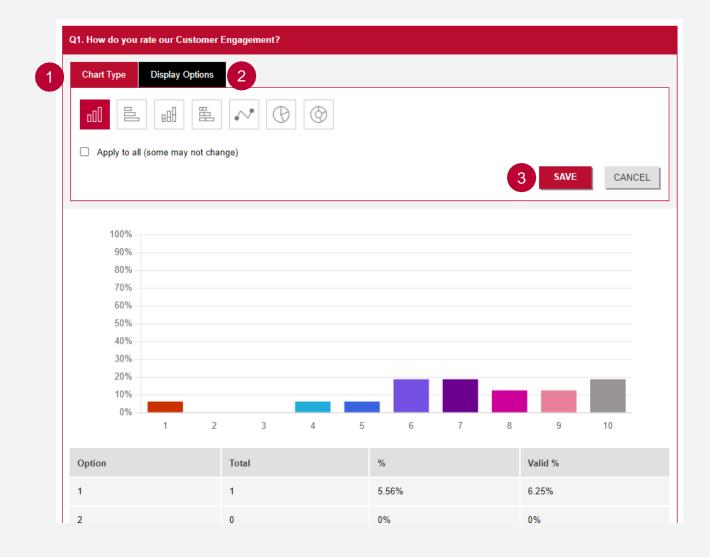
Once in the "Analyse Responses page, you will see a number of Options available to filter your responses by:

- 1. **Versions**: If you have retracted your live survey and republish it, this will create a new version. You can use this to toggle between the different versions.
- 2. Rules Applied Filter: If you select Edit you can filter between confirmed and unconfirmed responses.
- Rules Applied Show: This option allows you to filter by survey questions, full or partially completed responses and timeframe. You can also filter by any demographics if you have collected this as part of the survey.
- **4. Save View :** As you start to filter your survey results, you may wish to view these filters regularly. Therefore, you can save multiple views and toggle between them.
- Saved Views You can use this to toggle between your saved views
- Apply New Rule This button can also be used to filter responses.
- 7. **Export** This will export a copy of your responses and email it to you directly.



Below the initial filters box, you can also filter by the type of Chart you want to see, and the display options.

- Chart Type You can choose between multiple graphs and charts by selecting the Chart type button on any question. You can also tick the Apply to all box if you wish for all questions to be displayed this way.
- 2. Display Options If you select Display Options on any question, you can choose to remove the chart, data table, and remove any zero-response answer choices. You can amend per question or tick the Apply to all box.
- **3. Save** This will save the filters applied to your chart types and display options.



Open-text Questions:

Please note the chart/filter functionality is only available on your multiple-choice questions.

If you have any open-text questions included in your survey, they will be displayed with the following message in the attached image.



