surveygizmo

Supercharge Your Surveys With Powerful Actions

Surveys are made up much more than questions and reporting charts.

There are amazingly versatile add-ons that you can use to turn your surveys into fully customized data collection engines that deliver higher quality data with minimal involvement from you.

What are these amazing survey tools? They're called "actions," and by running behind the scenes they can extend survey functionality and reduce administration time.

> " An action is an element that can be added to your survey to perform a task. "

SurveyGizmo offers eleven of these actions, each of which has its own set of functionalities (a.k.a. superpowers). This guide will walk you through all eleven options so you can create a survey with powers well beyond those of the average data collection effort.

The Send Email Action

Don't let the simple name fool you; email actions can dramatically simplify your life as a survey administrator. This versatile action lets you automatically send an email at the completion of your survey to respondents, colleagues, yourself, or anybody who you need to notify.

It also gives you the flexibility to customize what is sent.

You can provide a simple notification of a complete survey response or a full PDF review of all current responses with links to any uploaded files. Be as specific or generic as you like.

Many survey creators use the Send Email action to give survey respondents a quick thank-you message, an immediate followup on a negative customer experience, or to simply mail a copy of the survey results to themselves (and that's just scratching the surface of possible use cases).
The Send Email action works best on the survey Thank You page since it can reference all data collected in the survey. If you wish to include response data in your email, you must place these actions on pages that follow questions you want to include.

Finally, although many people choose to automatically send an email upon survey completion, you can so set up a time delay on the Email Action.

A Note about PDF attachments in Send Email actions:
You can choose to include page titles and numbers, question numbers, text elements, quiz score results, and hidden values. Include all questions, only those displayed to the respondent, or only the answered questions.

The Login/Password Action

When you need a little bit of extra protection for your survey you can call on this handy action. By forcing users to log in and provide a password prior to taking the survey itself, you gain a huge amount of control over who takes your survey.

You can also determine how often the survey is accessed by each user, so if it's important to limit respondents to a single run through the survey this action can help.

Depending on your unique needs, you can mandate both a username and password or a password only. These are useful powers, but this action's abilities don't stop there.

After a respondent has entered their username and/or password you can use this action to prepopulate questions and text boxes later in the survey. This can be a huge bonus for those taking your survey because they don't have to enter information again.

Using the Login/Password action you can simply confirm that your each respondent's information is correct and proceed to the rest of the survey.

The Percent Branch Action

Curious about how changes in your survey might affect response rates or answers? Call on the Percent Branch action.

It allows you to randomly assign respondents to a branch of your survey. You can then display a different set of questions, images, pages, actions, or text in each branch.

This action makes running split tests within academic or market research projects a breeze.
Sound complicated? Here's a simple example:

Let's say you're trying to get customer feedback on a new logo. You can create a survey that contains two different image elements with the two logo finalists. The Percent Branch action is set up to give each branch, and thus each logo, 50% of the survey respondents.

Group A would see logo 1, while Group B would only see logo 2.

Then you collect feedback about each logo and see which one performs better. Only showing a single option can help to avoid bias and get you cleaner data.

The Review Response Action

For times when you want to give your survey taker the option to look over their answers before hitting the "Submit" button, there's the Review Response action.

This shows your survey taker all of their answers to previous questions, lets them review their responses before submitting, and even download a PDF document of their responses if need.

As with most actions the uses for the Review Response action are many and varied, but you could use it for quizzes, tests, and job application forms to name just a few options.

The Result Chart Action

A close cousin of the Review Response Action, the Result Chart Action shows respondents survey data during the survey taking experience instead of at the end.

If your survey taker might be interested in how their answers compare to those of earlier respondents, you can display data in a pie chart or bar chart as soon as the question is complete.

There's no need to limit this powerful action to a single question, either. You can set up multiple Result Chart actions to display the results from more than one question in your survey.

The Hidden Values Action

Want to capture response data behind the scenes without asking your respondent to provide it (or showing it to the respondent at all)? No problem. The Hidden Values action can make it happen.

Basically a Hidden Value action allows you to capture data in your survey that your survey respondents are not able to see, but it can be used for gathering data, storing browser information, and even pre-populating questions later in the survey.

By inserting this action into your survey you can record time spent on a single page or the entire survey, capture a random number, record GeoData, store a URL variable, add a merge code, and more. The possibilities are nearly endless, but here are some of our favorites:

✔ Record the time spent on the survey page
✔ Assign a random number to each respondent
✔ Store the value of a question answered previously in the survey
✔ Store URL Variables
✔ Capture respondents' geodata (country, IP address, latitude, longitude, etc.)
✔ Store a panel company ID from the URL
✔ Pre-populate a question later in the survey
✔ Trigger whether or not pages or questions are hidden

The ReCaptcha Action

Robots are great most of the time, but they are no good at producing accurate or actionable survey data. The ReCaptcha action is here to stop robots from automatically completing your survey with scripts.

ReCaptcha is a third-party service that adds a security measure to your survey to validate that the respondent is human and not a robot.

Although most people don't want robots completing their surveys, this action is particularly useful for surveys for which you are providing an incentive for participation. We recommend deploying the ReCaptcha action on the first page of a survey, with no other questions, so that you can eliminate any false respondents immediately.

The Website URL Redirect Action

Want to continue your interaction with a respondent outside of the survey itself? Like a super teleportation device, the Website URL Redirect action lets you send respondents to another website.

In case that wasn't powerful enough, this action can also disqualify a respondent that should not complete your survey.

For example, you may be asking someone to try out a new product that may only be available to people over the age of 21. You can collect the respondent's age during your first survey question and, if they're under 21, you can use the Redirect action to disqualify them and send them to your website. Respondents disqualified in this way will not be able to complete the survey.

You can also use the Redirect action to send respondents to your website upon completion of your survey. This type of action can be helpful in driving post-survey action or delivering an incentive.

The Social Media Action

Looking to spread the word about your survey far and wide? Let your respondents recruit other survey takers and boost your survey responses with the Social Media action.

This simple action allows your respondents to share your survey with their friends and followers on Facebook and Twitter, potentially boosting the number of responses you collect.

A word of caution: respondents who come in via social media may not fit your demographic criteria, so make sure you have disqualifying questions early in your survey that will help keep your data relevant.

Quiz Score Actions

Quizzes are typically used as an assessment of knowledge, abilities, or skills. Some other uses for quizzes include evaluating job applicants' qualifications and personality assessments.

Version 1: Pass/Fail

This amazing action transforms your survey or form into a quiz in the blink of an eye.
You can score the correct answer to each question in the Quiz Score action answer key and then display a customized message to the respondent in real time based on their answers. A specified percentage of correct answers is used to determine whether the respondent passed or failed the quiz.

Version 2: Tally

When every survey answer option tells you a little more about your respondent, you can identify preferences, skill levels, and personality traits and share them with the respondent in real time with the Quiz Score Tally action.

In this version of the Quiz Score action answer, options are assigned a whole number point value, which can be added or averaged to create score ranges. You can then provide different messages to respondents based upon an assigned point range.

For example, those who score 15-27 might get a message that they're an expert on your survey topic, while those scoring below 10 might be told they need to do a little more studying.

The Payment Form Action

Our seamless integration with Stripe allows you to collect payment whenever your survey calls for it. Payment collection with Stripe is safe and secure, and no credit card info will be stored in SurveyGizmo. Collect donations, registrations, or good oldfashioned payments with this invaluable survey action.

Ready to try out one (or all) of these superhero survey features?

Jump into a 7-day trial and unleash the power of actions onto your next project!

TRY BUILDING A SURVEY

(Please note that most of these actions are available to our Basic users and above, while many are excluded from Free accounts. Check out our Feature List for full details.)