

Questback Essentials

Tags

Updated on March 9, 2018

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Tags

This document describes all the tags available in Essentials.

Tags can be used to personalize and customize the survey experience. They can be used to display extra data, such as responses or scores, on a survey or email. Tags can also be used to “pipe” the user to another quest or external url by adding response data to the redirect url with Question and Answer tags.

Response

Tags related to the respondent’s response.

Score tags

If you have assigned scores to the answer alternatives, then you can use the score tags in the Quest.

In all text fields that accepts respondent data tags, you can now use the following score tags to display score related information:

- [!ScoreObtained!] - This is the score obtained by the respondent. Please note that if you use this tag inside the Quest, it must be preceded by at least one page break to work.
- [!ScoreCurrentMax!] - This is the max possible score from the questions the respondent has been presented with. If used inside the quest, it will of course display the max score from the questions the respondent has been presented with up until the latest page break.
- [!ScoreMax!] - This is the sum of all the highest possible scores in single select questions and all positive scores in multi select questions.

The score tags are available via the drop-down menu “Insert tag” in the text editors or can be inserted manually.

Example:

Scoring tags are used on a thank you note:

“Thank you for the test participation! Your score is [!ScoreObtained!] / [!ScoreMax!].”

This will be displayed for the respondent as:

“Thank you for the test participation! Your score is 68 / 100.”

Question and Answer tags

This functionality is one of the steps on the way to provide workflow/process type processes to be set up with Essentials. This usually involves the capability for creating actions or dynamic content based on the responses to by the respondents.

Redirect URL

This means that at the finish of the quest you can forward the respondent to a specified URL, where you can use answers as parameters of the query string. This allows Essentials users to tie some more sophisticated processes to the surveys.

Sample redirect URL:

```
https://www.mysamplesite.com/surveycompetition?customerdetail=[question id="12345" output="[answer]" encoding="url"]
```

When the redirect occurs when the respondent finishes responding, the tag will be replaced with the answer to the specified question thus in reality redirecting the user to the following URL:

```
https://www.mysamplesite.com/surveycompetition?customerdetail=answerdetail
```

Tag specification

The question tag has the following attributes:

| Attribute name | Attribute value(s) | Description | Mandatory | Default |
|----------------|-----------------------------|---|-----------|---------|
| id | Integer | The unique number identifying a specific question. | Yes | - |
| output | [answer] [question] | Output is defined by attribute, which can contain one or more of two tags. [answer] is replaced by the corresponding answer. [question] is replaced by the corresponding question text. | Yes | - |
| type | value text | This applies when [answer] appears in the output attribute. When value is chosen, the order value of answer alternative is used when replacing [answer]. When text is chosen, the text label of answer alternative is used when replacing [answer] | No | text |
| encoding | utf8 url html | Specifies the encoding of the output. Formats the output string as utf8 encoded ANSI string Encodes the output string with URL encoding (https://en.wikipedia.org/wiki/Percent-encoding) Encodes the output string with HTML encoding (https://en.wikipedia.org/wiki/Character_encodings_in_HTML) | No | Unicode |

Examples

Below are some sample usages that correspond to specific functionality:

URL Redirects

| Tag | Result |
|---|-----------------------|
| [question id="1234" output="[question]" encoding="url"] | The%20Question%20Name |
| [question id="1234" output="[answer]" encoding="url"] <i>1234 refers to a question type having alternatives</i> | Alternative%20X |
| [question id="1234" output="[answer]" type="value" encoding="url"] <i>1234 refers to a question type having alternatives</i> | 1 |
| [question id="1234" output="[answer]" encoding="url"] <i>1234 refers to a question type that is open answer</i> | My%20comments |
| [question id="1234" output="[question]" encoding="url"] | Question%20title |

Extra Samples

| Tag | Result |
|--|---|
| [question id="1234" output="You answered [answer] on the question [question]"] | You answered Yes on the question Do you like Q&A tags |
| [question id="1234" output="You answered [answer] on the question [question]" encoding="url"] | You%20answered%20Yes%20on%20the%20question%20Do%20you%20like%20Q%26A%20tags |
| [question id="1234" output="You answered [answer] on the question [question]" encoding="html"] | You answered Yes on the question Do you like Q&A tags |

Notes

Type attribute is only applicable for output of [answer] at the moment. Output of [question] is always type text.

If question is of type multiple, then the result with [answer] in output attribute will result in comma separated list.

For example:

Alternative 1, Alternative 2, Alternative 3

Or

1, 2, 3

Additional note: With satisfaction meter question type, the output of answer alternative is always a number not a text such as "Very satisfied".

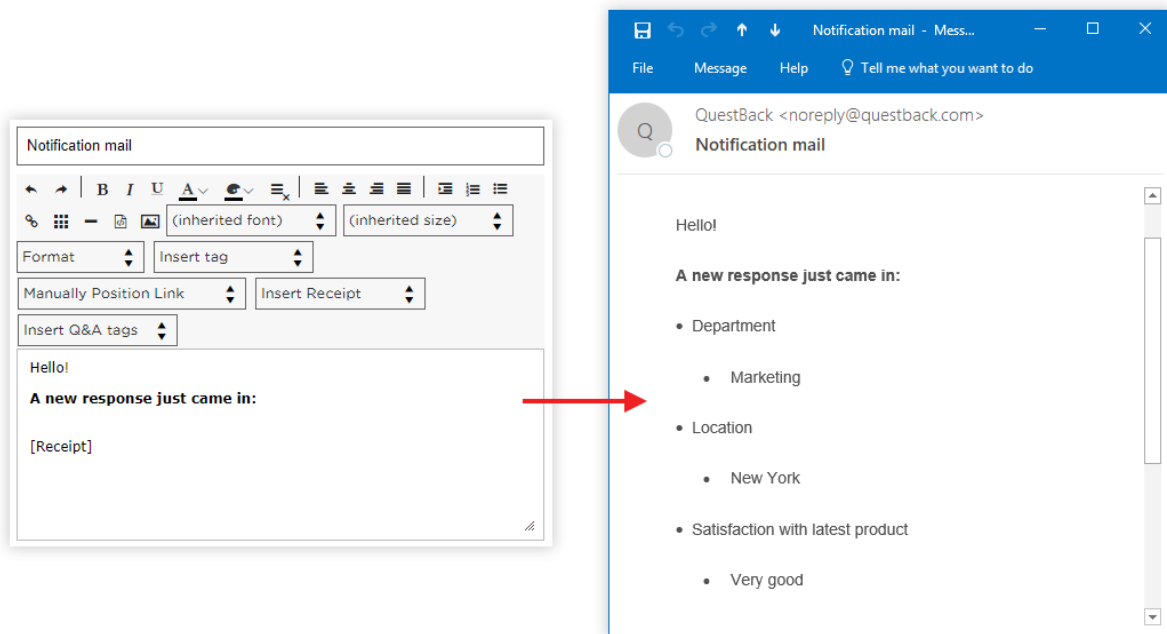
Receipt

All questions and answers given by the respondent can be displayed on a notification email with the receipt tag:

[Receipt]

Example:

Notification mail editor on left and notification mail on right:



Response ID tag

Each respondent is assigned a unique Response ID number after proceeding from the first page of the quest with either Next or Send button. Each new respondent gets a higher Response ID than previous respondent, but the numbers aren't necessarily sequential.

Response ID of a respondent can be displayed with a tag:

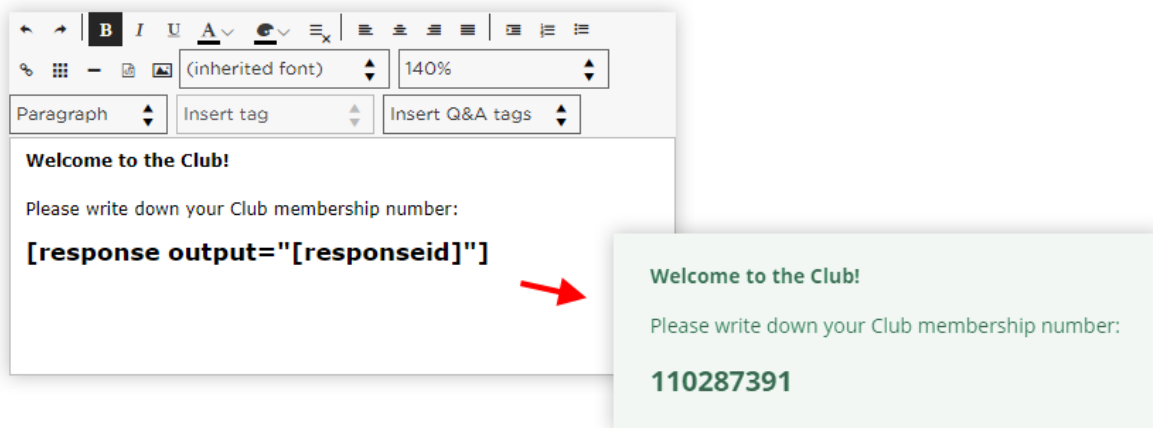
```
[response output="[responseid]"]
```

The tag is replaced with the actual Response ID where it's available, otherwise it will be replaced with a blank value.

This tag is not available on any tag picker drop-downs. It must be inserted manually.

Example:

Response tag is inserted on a thank you note and then visible at the end of a Quest for respondents:



The image shows a text editor interface with a toolbar at the top. The toolbar includes buttons for Bold (B), Italic (I), Underline (U), text color (A), background color (C), and a list icon. Below the toolbar, there are dropdown menus for Paragraph, Insert tag, and Insert Q&A tags. The main text area contains the following content:

Welcome to the Club!

Please write down your Club membership number:

[response output="[responseid]"]

A red arrow points from the tag in the text area to a separate box on the right. This box shows the rendered output of the tag:

Welcome to the Club!

Please write down your Club membership number:

110287391

Quest

Tags related to the quest.

Respondent data tags

One use of imported background data, is customizing invitation e-mails, notification messages, question texts, and additional information. To do this, simply provide the appropriate data tag, e.g. [!Email!], to the desired text field. When the text is presented to the invitee, the data tag will be substituted with the respondent data corresponding with the invitee. To view the data tags available in your Quest, simply open one of your invitees from the invitees list (click the invitee's e-mail address in the list). The data tags are then to be found next to each imported data field. Please note that you would have to provide the entire data tag, i.e. including the [! and !], for it to be substituted with actual data.

Example:

Given that you have imported a data field containing the invitees' names, and this custom field was given the name "Name", you can make the e-mail invitation messages more personal by using the data tag [!Name!]. If you provide the following invitation message: "Hi [!Name!], please be nice and answer this short survey", the invitees will receive a message with their own name inserted, e.g. "Hi Jane, please be nice and answer this short survey"

Button tags

By default, a "Click here to participate" button is placed directly beneath the invitation body. If you would like to place the button somewhere inside the body text, please use the drop-down menu in the text editor to manually position the invitation link:

- **Position as button:** This adds the tag [BUTTON] for a button with the text "Click here to participate". When clicked, the respondent will be taken to the Quest.
- **Position as clickable text:** This adds the tag [ANCHOR] for a link with the text "Click here to participate". When clicked, the respondent will be taken to the Quest.
- **Position as link:** This adds the tag [LINK] for a link to the Quest. When clicked, the respondent will be taken to the Quest.

All 3 tags can be placed anywhere in the body of your email invitations, reminders, notifications and Follow-up emails.

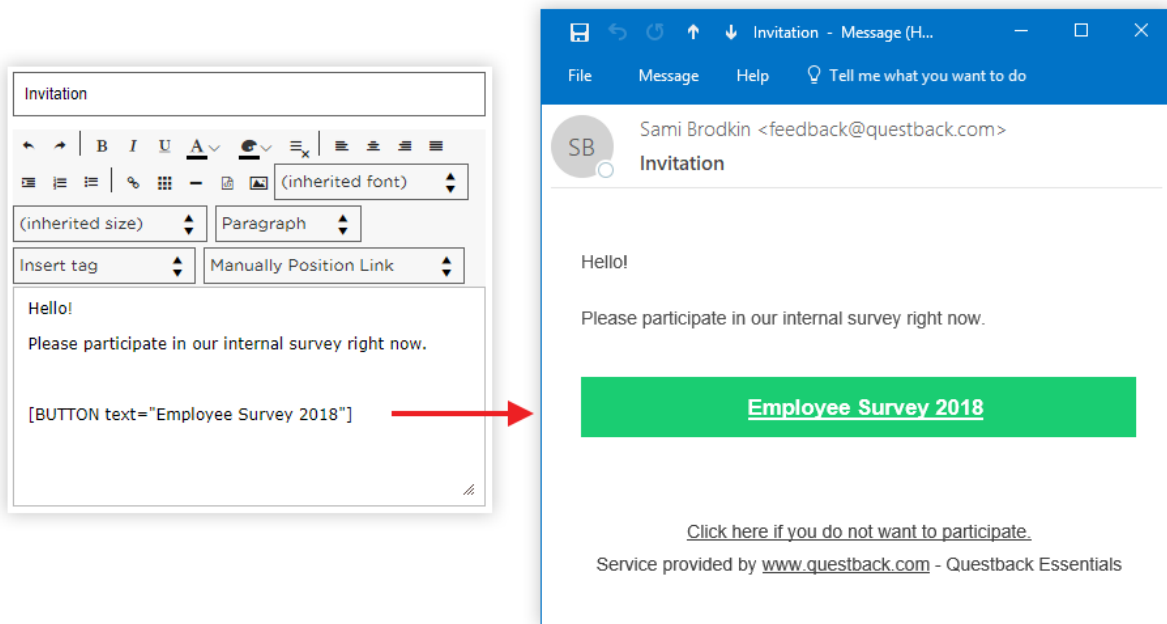
In case you would not like the default texts for the buttons and the clickable text (i.e. "Click here to participate"), you can insert the following tags with the syntax included to define your own wording:

- For buttons: add the tag [BUTTON text="This is your button text"], where you would add your own button text between the quotation marks, currently with "This is your button text" as placeholder.
- For links: add the tag [ANCHOR text="This is your link text"], where you would add your own link text between the quotation marks, currently with "This is your link text" as placeholder.

In cases where you would like to send out an email invitation or reminder without any button or link to the quest, you could add the following tag: [BUTTON visible="false"].

Example:

A button with custom text:



Quest tag

You can add a link to another quest in the Follow-up dialog by using the quest tag. With this tag it's possible to invite people to another quest with the dialog.

For a quest to be available as a follow-up quest (and as a quest tag), it must fulfill the following criteria:

1. be published,
2. hidden identity must be set to "always",
3. multiple answers from a single respondent must be allowed, and
4. "Distribute by link" must be active.

The tag can be selected from drop-down in the text editor or inserted manually with the following syntax.

[QUEST:quest id]

You need to change the "quest id" from the above to the actual quest id of the quest where you want to the link to lead to.

Tag sheet

The table below describes all the tags and the locations in Essentials where they can be used.

Recommended areas of use are highlighted with green.

| Location | Scoring tags | Respondent data tags | Q&A tags | Receipt | Button tags | Response ID | Quest tag |
|---|--------------|----------------------|----------|---------|-------------|-------------|-----------|
| Settings, Quest name | - | X | - | - | - | - | - |
| Settings, Quest introduction | - | X | - | - | - | - | - |
| Settings, Thank you note | X | X | X | - | - | X | - |
| Settings, Thank you redirect url | X | X | X | - | - | - | - |
| Designer, Question additional information | X | X | X | - | - | X | - |
| Designer, Question text | X | X | - | - | - | X | - |
| Designer, Answer alternatives | X | X | 1 | - | - | 1 | - |
| Designer, Rows | X | X | X | - | - | X | - |
| Designer, Matrix column labels | X | X | X | - | - | X | - |
| Designer, Items | X | X | X | - | - | X | - |
| Designer, Hierarchy levels | X | - | - | - | - | X | - |
| Designer, I don't know / Other | X | X | 1 | - | - | - | - |
| Designer, Slider start and end labels | X | X | - | - | - | - | - |
| Designer, Open answer default text | X | X | 1 | - | - | 1 | - |
| Distribution, E-mail invitation name | - | X | - | - | link only | - | - |
| Distribution, E-mail invitation subject | - | X | - | - | link only | - | - |
| Distribution, E-mail invitation body | - | X | - | - | X | - | - |
| Distribution, E-mail reminder subject | - | X | - | - | link only | - | - |
| Distribution, E-mail reminder body | - | X | - | - | link only | - | - |
| Distribution, SMS sender name | - | - | - | - | - | - | - |
| Distribution, SMS invitation body | - | X | - | - | link only | - | - |
| Notification, Subject | X | X | - | - | - | X | - |
| Notification, Body | X | X | X | X | X | X | - |
| Report name | - | - | - | - | - | - | - |
| Report question text | - | X | - | - | - | - | - |
| Report additional information | - | X | - | - | - | - | - |
| Follow-up, Case mail | X | X | X | - | X | X | X |
| Follow-up, Case dialog | X | X | X | - | - | X | X |
| Follow-up, Case Internal comment | X | X | X | - | - | X | - |

¹ = Only available on two-column matrixes