



Surveys

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1. Overview

Before you can distribute or utilise the Survey feature, you must have a Campaign (method of sending SMS messages) in place to distribute your questionnaire to your recipients.

A survey in Yabbr is the perfect tool for aggregating results and building quantified data to questions you want to ask your recipients.

A Survey can also be used as a Dichotomous Key, in that you can branch from the first question, to any number of questions depending on the recipient's response.

2. Creating a Survey

Create a new Survey

- In the navigation bar, open the “**Surveys**” sub-menu and select “**SMS Surveys**”.
- Click the “**+ Survey**” button and you’ll be prompted by the Setup SMS Survey form.
- Give your survey a **Name**, and enter an **Unrecognised Response Fallback Text** (optional).

Setup SMS Survey ×

Name *

e.g. 'Marketing Questionnaire'

Unrecognised Response Fallback Text

Replace unicode characters ⓘ

Sorry we don't recognise that response. Please try again

Cancel Create

Create a new Question

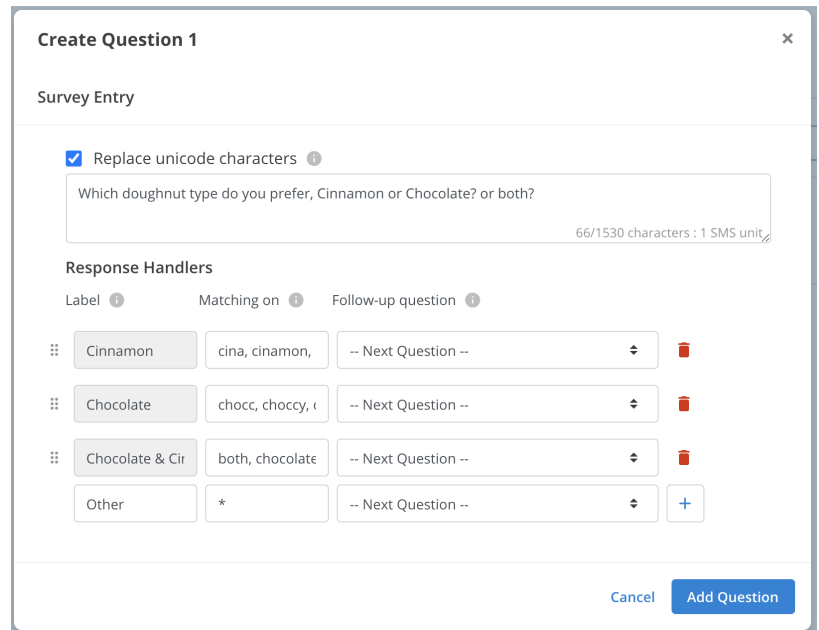
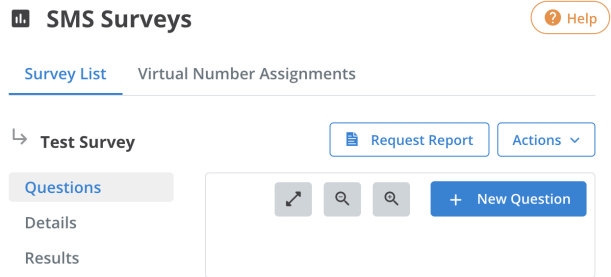
Click the “+ **New Question**” button to create your first question.

Enter the content of your **Question**.

Response Handlers

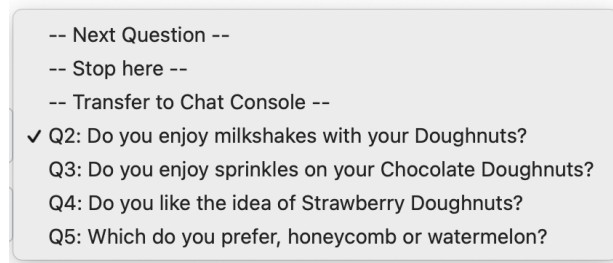
Add Response Handlers to capture responses and determine where they go.

1. **Label** is the unique key used to identify the response in reporting.
2. **Matching on** is a comma-separated list of words or numbers that will match this response. They are case-insensitive, and will also match partial words.
3. **Follow-up question** is the next question to send after this response.



In Surveys, you can link the questions together. If you want to chain one question to another further into the survey, you need to select it under the “**Follow-up question**” field.

Otherwise, once a response is received, the survey will step to the next question. Until completion or a “-- Stop here --”.



Match any response

If you would like to capture a response other than what was provided to your recipients:

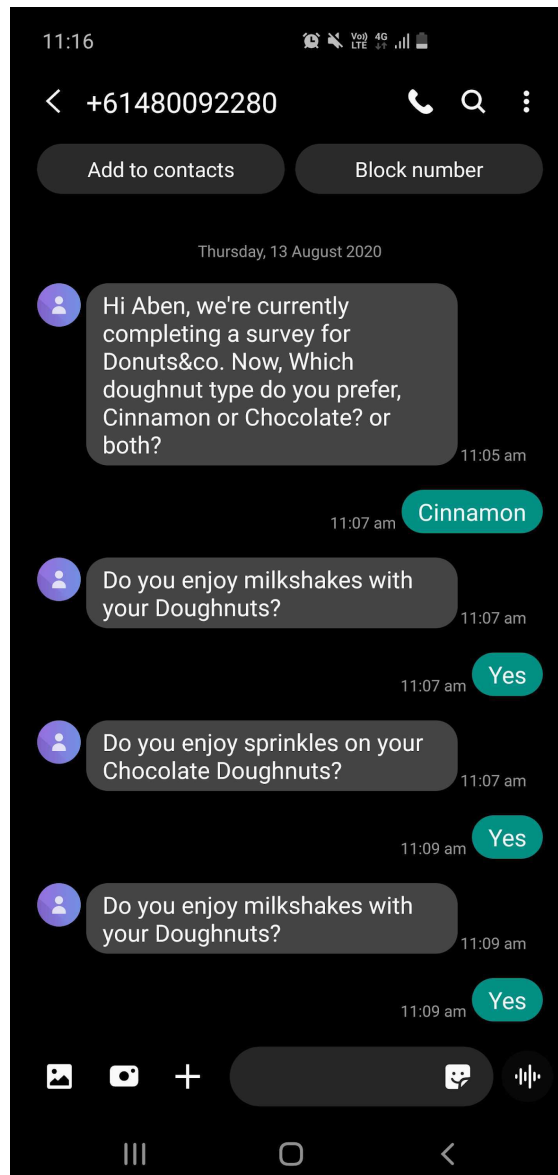
Under “**Response Handlers**”, add another label for “alternative” or “other”.

Use an asterisk “*” in the “**Matching on**” field.

This will record it as “other” under Results and in the Survey Report, where you can see an in-depth breakdown of the survey with all recipients' responses - as displayed in question 1.

Survey's can capture all sorts of input and information as well.

Target	First Response	Latest Response	Q1: Which doughnut type do you prefer, Cinnamon or Chocolate? or both?	Q2: Do you enjoy milkshakes with your Doughnuts?	Q3: Do you enjoy sprinkles on your Chocolate Doughnuts?	Q4: Do you like the idea of Donuts&co. Watermelon?	Q5: Which do you prefer, honeycomb or watermelon?
61426273272	2020-08-13T01:06:07.638Z	2020-08-13T01:06:53.924Z	Both	Yes	No	No	Both sound good
61437888086	2020-08-13T01:07:12.071Z	2020-08-13T01:10:08.370Z	Cinnamon	Yes	Yes		Watermelon
61470503981	2020-08-13T01:10:54.695Z	2020-08-13T01:11:05.824Z	Cinnamon	Yes			



Demonstration Survey

Here we have a complete demonstration survey completed for a Doughnut making company looking for insight on customer preference and potential new flavours.

SMS Surveys



Survey List Virtual Number Assignments

Doughnut Questionnaire

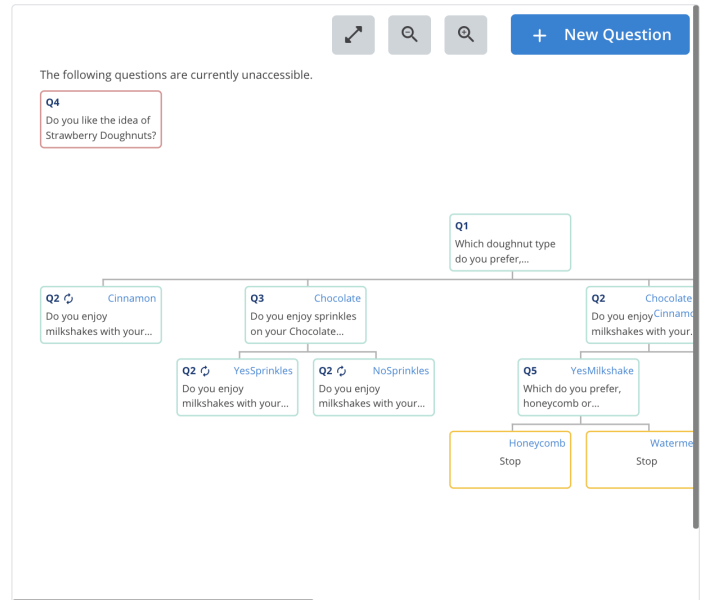
Request Report

Actions

Questions

Details

Results



Update Question 1

Survey Entry

Replace unicode characters ⓘ

Which doughnut type do you prefer, Cinnamon or Chocolate? or both?

66/1530 characters : 1 SMS unit

Response Handlers

Label ⓘ	Matching on ⓘ	Follow-up question ⓘ	
Cinnamon	cina, cinamon, ci	Q2: Do you enjoy milkshakes with your Dough	🗑️
Chocolate	chocc, choccy, ch	Q3: Do you enjoy sprinkles on your Chocolate	🗑️
Chocolate & Cinr	both, chocolate a	Q2: Do you enjoy milkshakes with your Dough	🗑️
Other	*	-- Next Question --	🗑️
Label	yes, y, ys, yup	-- Next Question --	+

Update Question 2 ×

This question follows: Q1 Which doughnut type... +1 Mark as Entry

Replace unicode characters i

Do you enjoy milkshakes with your Doughnuts?

44/1530 characters : 1 SMS unit

Response Handlers

Label i	Matching on i	Follow-up question i	
YesMilkshake	Y, Yes, oui, sure, '	Q5: Which do you prefer, honeycomb or water ▾	🗑
NoMilkshake	No, Yuk, nah, no	Q5: Which do you prefer, honeycomb or water ▾	🗑
Label	yes, y, ys, yup	-- Next Question -- ▾	+

Remove
Cancel
Update

Update Question 5 ×

This question follows: Q2 Do you enjoy milksha... +1 Mark as Entry

Replace unicode characters i

Which do you prefer, honeycomb or watermelon?

45/1530 characters : 1 SMS unit

Response Handlers

Label i	Matching on i	Follow-up question i	
Honeycomb	Honeycomb, hor	-- Stop here -- ▾	🗑
Watermelo	Watermelon	-- Stop here -- ▾	🗑
Other	*	-- Next Question -- ▾	🗑
Label	yes, y, ys, yup	-- Next Question -- ▾	+

Remove
Cancel
Update

3. Assigning a Survey to a Virtual Number

Once you've finished setting up your survey, you're now ready to assign it to a Virtual Number. The number will be used to receive survey responses. Only one survey can be assigned to a Virtual Number at any given time.

1. Click on the “**Virtual Number Assignments**” tab.
2. Click on which number you'd like to use from the list of available numbers.

SMS Surveys

Survey List [Virtual Number Assignments](#)

Filter

61480092283 (Bob)

61480092281 (Chad) **Test Survey**

61481070211 (Dave Test MMS x64)

61480092280 (Dev x10)

61480092284 (Xela) **faye071021**

3. In the modal, select which survey you'd like to assign, and click “**Apply**”.
4. Your survey is now assigned to your Virtual Number and is ready to receive responses.

Survey Assignment for 61480092283 (Bob) ×

Test Survey

Doughnut Questionnaire Assign Number

What's your favourite colour?

Customer Feedback

SMS Surveys

Survey List [Virtual Number Assignments](#)

Filter

61480092283 (Bob) **Doughnut Questionnaire**

61480092281 (Chad) **Test Survey**

61481070211 (Dave Test MMS x64)

61480092280 (Dev x10)

61480092284 (Xela) **faye071021**

4. Distributing a Survey

Surveys are active services that are instantiated through the use of a **Campaign**.

To distribute a Survey to your recipients, you must use the **first question** of your survey, as a part of the “**Message Template**” in your Campaign - We recommend personalizing the message to the recipients to give them some background information before asking them questions.

For example:

“Hi {{ name }}, our doughnut service is well on it’s way to getting back on its feet. But we want to know how you think, to better our service to you. Now which doughnut type do you prefer, Cinnamon or Chocolate? Or both?”

Notice here we have our completed Campaign with our first question included with our Message template and Set a schedule for the Survey to run.

Setup SMS Campaign

Details Audience **Message** Timing

Message Template *

Replace unicode characters ⓘ

"Hi {{Name}}, our doughnut service is well on it's way to getting back on its feet. But we want to know how you think, to better our service to you. Now which doughnut type do you prefer, Cinnamon or Chocolate? Or both?"

221/1530 characters : 2 SMS units

Name Phone Email dev.yabbr.io

URL Shortening Domain

Don't shorten URLs

Use a Template

Back Draft last saved 08/10/2021 2:15 pm Next

Go Live

When your campaign has been set-up and you're ready to distribute the survey, click the “**Go Live**” button in the top right to send the campaign.

SMS Campaigns

Help

Campaigns **Archive** Message Templates

↳ Doughnut Company Campaign **Inactive**

Go Live

Actions

Details

Results

3 messages / 3 units at 10000 messages/hour from 61480092280 (Dev x10).

Sending Times: (Brisbane time)

11:05 AM - 11:10 AM

Message:

Hi {{Name}}, we're currently completing a survey for Donuts&co. Now, Which doughnut type do you prefer, Cinnamon or Chocolate? or both?