

QUESTBACK ESSENTIALS SUMMER 2020 RELEASE



LONDON/OSLO, AUGUST 2020 (V36)



DESIGN – more branding options in the Theme Manager!

Theme Manager

Theme Manager / Business - Workdesk #2 (QB)

Name: Business - Workdesk #2 (QB)

LOGO

BACKGROUND

TEXT

INPUTS

Radio & Checkbox: Color (Green), Focus (Green)

Dropdown: Border (Green), Background (White), Focus (Green)

Slider: Color (Grey), Background (Dark Grey)

Textbox: Border (Green), Background (Checkered), Focus (Green)

DEMO - Sommer 2020 Release (v36)

Where did you find us?

Search engines

Own Brand

Banner

Link in

QR code

Other

Did you find what you were looking for?

Yes No

Any comments or suggestions?

0/4000

WHY

We aim to provide a feedback solution that allows our customers to fully brand their feedback work, with all relevant settings incl. own colours, and to combine it with state-of-the-art survey elements like radio buttons, check boxes and free text input fields.

WHAT

We have completely overhauled and updated the survey elements visible to the people that provide feedback, and combined them with a new "INPUTS" section in our Theme Manager:

- **NEW:** Define own colour settings for survey elements "Radio & Checkboxes", "Dropdowns", "Sliders" and "Textboxes"
- **IMPROVED:** DIY branding in the Theme Manager, with more easy-to-adjust settings.

BENEFITS

- Your branding = your feedback
- Your feedback = better feedback and more insights!



DISTRIBUTION – new wizard to build Dynamic Links

DYNAMIC LINK X

Dynamic link is an element of Questback's integration offering to automate the distribution of quests with "URL Parameters". This wizard will create a default dynamic link with the parameters to your quest. Read more in-depth information about how to use Dynamic links here.

ANSWER INVITE

Add respondent data

subpage

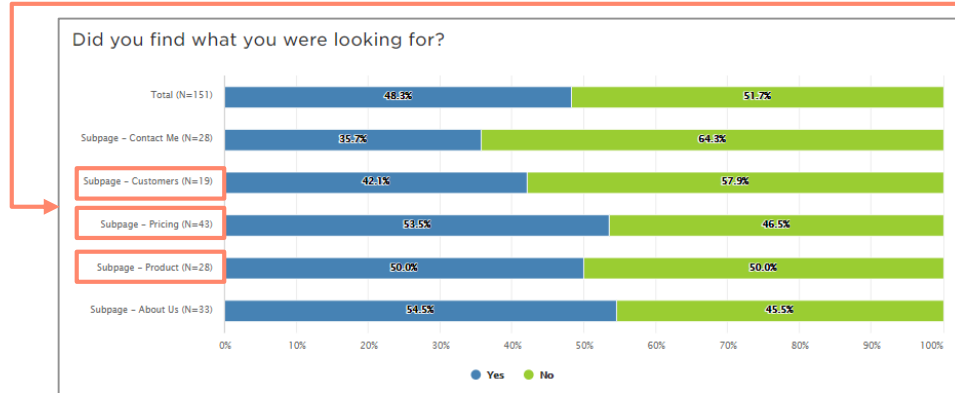
Language English

Preview of Dynamic Link

`https://response.testback.com/dynamic/qbdemo/summer2020release/answer?sid=MoOTZeZMDG&subpage=dummyText`

COPY TO CLIPBOARD

- `https://response.questback.com/dynamic/qbdemo/summer2020release/answer?sid=MoOTZeZMDG&subpage=Pricing`
- `https://response.questback.com/dynamic/qbdemo/summer2020release/answer?sid=MoOTZeZMDG&subpage=Product`
- `https://response.questback.com/dynamic/qbdemo/summer2020release/answer?sid=MoOTZeZMDG&subpage=Customers`



WHY

We aim to provide a feedback solution that allows automated data flow to and from surveys in Essentials, combined with option to seamlessly connect your feedback initiatives with third-party data and embed or distribute it there.

WHAT

We have overhauled and improved our "Dynamic Link" (*) feature and offer now a wizard for you to get the links created automatically and in no time.

Simply mark and drag pre-defined respondent data fields into position and get your dynamic links ready, with all relevant settings and parameters for the extension of the survey URL.

It is your choice then whether to hard code the URL parameters, e.g. to embed a website survey on different subpages of your site and to know where the responses come from, or whether to keep the URL parameters dynamic and have them dynamically populated by a third-party system where the link is added/embed for external distribution.

(*) Subject to additional license fee. Please contact your local Questback office in case of questions.

BENEFITS

- Get different version of the general survey URLs in no time, with our new wizard
- More granular distribution methods = more insights to work with
- Efficient and automated feedback work, by seamlessly embedding it in third-party software