

Overview

On the 18th May 2014, Clicktools introduced Text Insight enabling you to instantly collect insight on text responses and pass this insight into CRM.

In addition, this release includes an Auto-map feature, simplifying the process of building your CRM mapping and some maintenance updates.

Text Insight

Available Editions	Available as an Add-on (additional fees payable). Contact your Customer Success Manager for more details by emailing success@clicktools.com
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Clicktools has partnered with OpenAmplify (www.openamplify.com), a leading provider of Natural Language Processing (NLP) software, to provide Text Insight on Text and Essay questions.

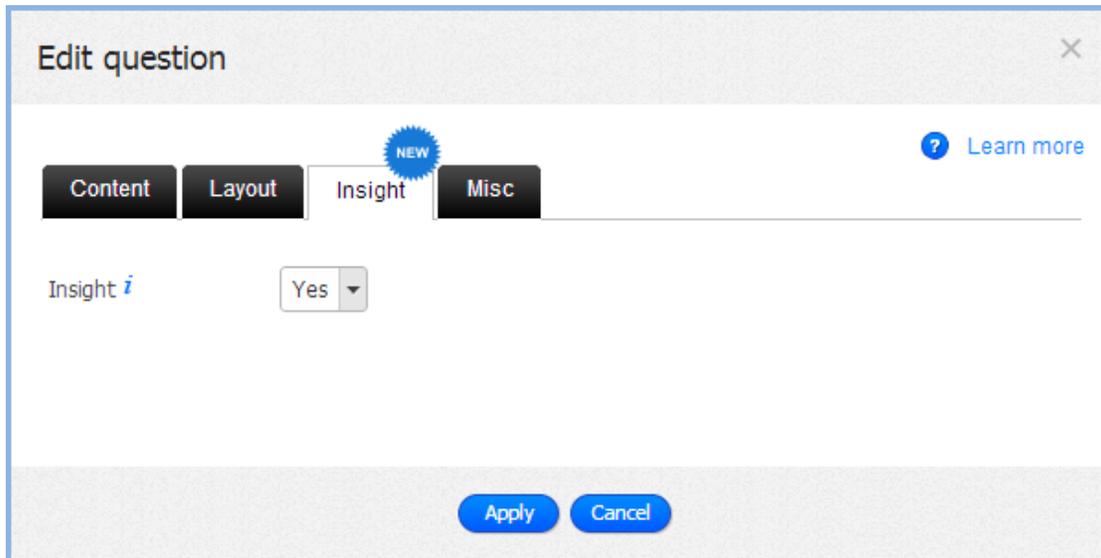
With Text Insight you can quickly and cost effectively analyze feedback to text responses enabling you to determine whether or not to act and what action to take.

Clicktools Text Insight:

- Reduces costs by identifying which feedback to respond to first
- Increases your ability to respond to the right feedback
- Improves your understanding of drivers behind positive and negative performance

Choose to get Text Insight

Once activated in your Account, you can choose to get Text Insight on every Text or Essay question via the new Insight tab on the Edit question pop-up.



Add Text Insight to any Text or Essay question

View Text Insight in Analyzer

From that point on, Text Insight will be available in the Analyzer. Clicktools Text Insight provides three types of Insight:

Actions	Three icons (Smiley faces, light bulbs, and raised hands) tell you the Sentiment of the text, along with whether the person is offering or requesting guidance. Colors show which responses should be addressed first.
Categories	Three pie charts tell you the Top Topics, Actions and the Domains in the text.
Demographics	Eight more icons tell you the Decisiveness of the person, their gender, age, education, the flamboyance of the text, whether slang is used, whether it is referring to something in the past, present or future and finally, whether the text is contradictory or conflicting.

The Action data is the most important and is, by default, the only information shown in the Analyzer.

1.	This is a gloriously positive test that proves beyond a doubt that this is a stunning product.	   
2.	South Sudan's President Salva Kir and rebel leader Riek Machar agree a peace deal in Addis Ababa, after five months of brutal conflict.	   
3.	Some restaurants have tried to target the deep pockets of women diners. But are they going about it the wrong way?	   
4.	As one of the cycling world's biggest races, the Giro d'Italia, begins in Belfast on Friday, more is being learned about the daring activities of one of its former winners in wartime Italy.	   
5.	He had everything to lose. His story is one of the most dramatic examples during World War Two of an Italian willing to risk his own life to save the lives of strangers	   
6.	Film director Oren Jacoby is describing Gino Bartali, one of the leading cyclists of his era - a three-time winner of the Giro d'Italia, who also notched up two Tour de France victories, 10 years apart, before and after the war	   
7.	During his lifetime, Bartali didn't talk about his wartime activities	   
8.	It was only after his death in 2000 that details began to emerge, and Jacoby fills in some remaining gaps in a Storyville documentary film about Italy's secret heroes, due to be premiered this year.	   
9.	Bartali, a villager from a poor Tuscan family, was reaching the peak of his career as the war approached.	   
10.	There was another, perhaps unexpected, influence. As a boy, Meyers loved the balloon-tire jalopies piloted by his favourite Disney characters, such as Mickey Mouse and Donald Duck. The cartoonish Manx, with its fat tires and animalistic mien, is a distinct homage to those childhood inspirations.	   

Analyzer showing just Text Insight Actions.

In the example above, we can quickly and easily see that three of the responses are negative and only one response may be asking for some help.

By clicking the '+' icon, the Text Insight will be expanded to show the Category and Demographic data. Each type of Text Insight is separated by a '|'.

1.	This is a gloriously positive test that proves beyond a doubt that this is a stunning product.	             
2.	South Sudan's President Salva Kir and rebel leader Riek Machar agree a peace deal in Addis Ababa, after five months of brutal conflict.	             
3.	Some restaurants have tried to target the deep pockets of women diners. But are they going about it the wrong way?	             
4.	As one of the cycling world's biggest races, the Giro d'Italia, begins in Belfast on Friday, more is being learned about the daring activities of one of its former winners in wartime Italy.	             
5.	He had everything to lose. His story is one of the most dramatic examples during World War Two of an Italian willing to risk his own life to save the lives of strangers	             

Analyzer showing all Text Insight: Action, Categories and Demographics.

You can hover over the pie charts to see the actual values of the Topics discussed, potential Actions people will be taking and the categorization.

Clicktools Text Insight is available as an add-on. For further information and costs, please contact your Customer Success Manager by emailing success@clicktools.com.

Mapping information to CRM

All of the Text Insight data can be passed in to your CRM. In total, there are 25 pieces of information that can be passed over. You can choose to map none, some or all of this data into any standard or custom object.

Text Insight

Text Insight
T10000004

Text Insight Detail

T# T10000004	Owner Click tools [Change]
Question	Answer This product is brilliant - where do I buy one?

▶ Related information

▼ Actionable data

Sentiment	Positive
Offers Guidance	Not at all
Requests Guidance	A lot

▼ Categorization

Top Topic 1 Name	product	Top Topic 1 Value	100.00%
Top Topic 2 Name		Top Topic 2 Value	
Top Topic 3 Name		Top Topic 3 Value	
Action 1 Name	buy	Action 1 Value	100.00%
Action 2 Name		Action 2 Value	
Action 3 Name		Action 3 Value	
Domain 1 Name		Domain 1 Value	

▼ Demographic

Decisiveness	Low	Flamboyance	Somewhat flamboyant
Gender	Neutral	Slang	No Slang
Age	Adult	Time	Present
Education	College	Contrast	To some extent
Created By	Click tools , 5/8/2014 5:37 AM	Last Modified By	Click tools , 5/8/2014 5:37 AM

Text Insight mapped in to CRM [Salesforce]

From there, you can set up workflow rules to act on Text Insight of a particular type and build reports and dashboards.

Further Text Insight information:

OpenAmplify	www.openamplify.com
Text Insight FAQs	http://help.clicktools.com/customer/portal/articles/1544782-text-insight-faqs
Integrating Text Insight with CRM	http://www.clicktools.com/wp-content/uploads/2014/05/Text-Insight-Salesforce-Mapping.pdf

Automap

Available Editions	All editions with CRM integration activated.
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Best used when starting a mapping, the new Automap feature examines the questions in your survey and tries to find a match to a field in the mapping section. If it finds an appropriate field, it will automatically map the question to the correct field.

This is especially useful in larger surveys mapping to dedicated objects. For best results, please try to map field names to question names.

Further Automap information links

Help document	http://help.clicktools.com/customer/portal/articles/1540605-auto-map
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Maintenance update

Finally, in this release the following bugs have been addressed.

Bug	Comment
3388	CRM Synchronize error message that occurs when there is a failure to connect to CRM has been improved.
3413	Improved error tracking when problems occur connecting to Salesforce CRM.
3479	Improve export when in-line html is used in checklist options.
3584	Improve on-screen messages for Oracle CRM users when creating CRM credentials.
3594	Improve on-screen messaging on the Survey Settings page when the chosen templated is no longer valid (e.g. has been deleted).
3599	Error regarding Authenticate button for non-Salesforce CRMs has been corrected.
3608	Improve handling of Salesforce CRM Sandbox credentials