**Overview**

This August 2014 update to Clicktools adds an Automated Translation capability to the Text Insight solution, as well as improves Text Insight to more easily highlight and act on text analysis. Also, this release enables organizations to more accurately present their brand across devices with improvements to the Mobile features.

**Automated Translation**

<table>
<thead>
<tr>
<th>Available Editions</th>
<th>Available as part of the Text Insight Add-on. Additional fees may be payable. Please contact your Customer Success Manager for more info at <a href="mailto:success@clicktools.com">success@clicktools.com</a></th>
</tr>
</thead>
</table>
| **Summary of Functionality** | ● Translate responses to text and essay questions on a question-by-question basis.  
● View English translation alongside original text in Analyzer.  
● Map translated text into CRM. |

Business is increasingly global. Even small companies acquire customers across the globe and whether intended or not, your feedback program is likely a global one.

Clicktools’ unique and compelling capability to deploy the same survey in multiple languages makes it easy to collect feedback in multiple languages, but understanding and acting on this feedback can be difficult, especially if you have no natural speakers of that language(s) in-house.

Typically, organizations rely on third-party translation agencies that can be expensive and slow to respond. In this release, Clicktools addresses this challenge by allowing customers to use Google Translate to automatically translate non-English responses to Text and Essay questions into English.
For each language setup in the Builder you can choose to turn translation on or off for each Text and Essay question via the Translations tab on the Edit Question pop-up:

Translate responses to text and essay questions on a question by question basis.

Now, each time a response is collected, Clicktools passes the text to Google Translate for translation. Clicktools presents the translation in the Analyzer alongside the original text:

View english translation alongside original text in Analyzer.

As you can see, you also have an option to show/hide translations and Text Insight has been applied. Previously, Text Insight was only applied to English responses.
The final piece of functionality enables you to pass the translated text into CRM. We recommend passing the original and translated text into CRM. You can do this by appending both original and translated text together in one field by checking the Append option or adding additional custom fields.

Your exact deployment and CRM version will determine the best approach, but in most cases, we would recommend appending both original and translated text into one field as shown in the mapping screen below:

Here, we have appended the translated text into the CRM field that stores the Answer, so this field would contain the original language response and the translated English text.

Note: If you do append information, remember to enter your separator text so the reader can easily distinguish between the two. In the above example we have used ‘ | Translated text:’
The first release of Text Insight was launched in May 2014. In the first couple of months we had tremendous feedback and the first iteration of new functionality is now available.

The first requests for improvement focused on providing status on the state of Text Insight, such as whether the request has been sent and if Clicktools is waiting for the Text Insight to be returned. Because we use a partner (OpenAmplify) to give us Text Insight and complex text can take a little time to analyze, we have added several icons to the Analyzer display to inform users about the state of Text Insight:

![Greater visibility of Text Insight status.](image)

From left to right, the icons show:

- Text has not been sent to OpenAmplify
- Clicktools is waiting for the Text Insight to be returned
- Text is too short to be analyzed (fewer than 5 characters)
- An error has been returned

Lots of you also told us that you wanted to do more with the Text Insight you receive. So, now you can filter results and set mapping conditions based on the Text Insight received.
A new Insight Filter has been added to the Filter panel on the left-hand side of the Analyzer, which enables you to set up filters based on Text Insight alone (e.g. Show all the Negative responses) or combine with other standard filters (Question, Respondent and Date) to perform complex filtering (e.g. Show me answers for everyone who is a Promoter but gave a negative response the question “Why did you give me this score”).

Filter on Text Insight in Analyzer.

Note: This filter can be turned on and off for a survey via the Analyzer | Setup page.

The same filter has been added to the Deploy capability. When you deploy to Clicktools Contacts, you can choose a subset of contacts based on the Text Insight received in a previous survey.

For example, this would enable you to send a survey to people who have given you negative feedback in the past 30 days (to one or any survey).
Finally, the same capability has been added to Mapping with an Insight section adding to the Condition pop-up.

This enables you to drive the behavior based on Text Insight alone (e.g. create a case for every Negative response) or combinations answers (e.g. create an Investigate Further note when a Promoter response is received with a Negative sentiment text response).
Set conditions against Text Insight in CRM mapping.

The final major piece of feedback received on Text Insight was to include aggregate reporting (e.g. overall sentiment for a survey, Top Survey Topics, etc.). Whilst we don’t have anything to announce at this second, we are working hard and it will be coming very soon.
More Mobile Flexibility & Options

<table>
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<th>Available Editions</th>
<th>Included in all editions</th>
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</table>
| **Summary of functionality** | ● Functionality moved to templates  
 ● Ability to define custom themes including images  
 ● Force multi-text as dropdown  
 ● Show minimized Help  
 ● Force mobile display for a survey |

We made improvements to Text Insight based on feedback received from the initial launch of mobile functionality.

There’s lots of talk about mobile-first approaches. We understand this and have adopted this approach in many areas, however, a majority of surveys are still opened in a traditional PC/desktop environment. Clicktools’ goal is to enable organizations to deliver “device-first” surveys which enable customers to present their brand accurately and consistently across all platforms.

That’s why we have moved the mobile functionality to templates. We added a Mobile tab to the Look and Feel templates area, which gives access to all the new functionality.

Mobile behaviour is switched on and off for a template and, once switched on, you have control over more aspects of the mobile look and feel, summarized in the following screen grab:
The first change you will see is the ability to control more colors (specifically for the Background, Text, and Buttons) and add header and footer images.

Whilst we have added more example color themes, we have stayed away from adding too many (such as Spring Meadow or Summer Flowers). Our goal is for you to provide a strong, brand-consistent experience on every device.

Colors can be chosen from the picker or entered directly as a HEX (e.g. #FFFFFF) from your brand palette or guideline document.

The ability to include header and footer images means faster surveys as you can use specifically designed smaller logos and images. Images will be scaled to a maximum of 200 pixels wide or 80 pixels high.
This is supported by some smaller improvements based on customer feedback:

- Help will now be displayed on a mobile. It will be displayed in accordance with the template/question setting (i.e. above, below) but will be collapsible with a +/- icon.

- The user can force multi-radio questions to be displayed as multi-drop questions. This is recommended for any multi-radio questions with more than three options.

Finally, some customers want to force the mobile display across all platforms. You can now do this by adding ‘&mobile=true’ to the end of a survey URL.

Previously, mobile functionality was against the Survey rather than Templates. As it has been moved to Templates, migration has taken place as follows:

### Template migration

**If a template is attached to survey(s) all using the same mobile theme:**
The template will have the mobile settings added to the template and the template name will be adjusted accordingly (i.e., “theOriginalTemplateName | MOBILE ENABLED - MOBILE THEME color,” where color is the color of the theme).

**If a template is attached to survey(s) using different mobile themes:**
As in the case above, the original template is renamed and gets the mobile theme of one of the surveys. Template copies are made for each additional theme as needed.

**If a template is attached to survey(s) using a mixture of mobile and non-mobile themes:**
The original template will not be renamed and will remain associated with the non-mobile instances and copies will be made for each different theme applied (as above).
Finally, this release addressed the following bugs/minor enhancements.

<table>
<thead>
<tr>
<th>#</th>
<th>Comment</th>
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<tbody>
<tr>
<td>2959</td>
<td>Contacts for third-party deployment did not appear as an option for Team licenses. It’s now displayed by default.</td>
</tr>
<tr>
<td>3201</td>
<td>The “Go to” dropdown has been improved to remove inconsistency in numbering between visible and hidden questions.</td>
</tr>
<tr>
<td>3384</td>
<td>Coloring of conditions is now repeated if there are more than 10 conditions on a question.</td>
</tr>
<tr>
<td>3662</td>
<td>Text Insight expand/collapse now shows correctly in IE8.</td>
</tr>
</tbody>
</table>