



HEALTH AND LIFE SCIENCES USE CASE

Interaction Studio Surveys

Last updated: August 19th, 2021

Available In	Premium Edition
Channel(s)	Web
Play Title	Onboard, Inform, Expand
Use Case Name	Surveys
Use Case Overview	<p>The Interaction Studio web sdk tracks activity on your portal, providing a detailed view of the patient and their intent based on the pages and content they are viewing and more importantly, the time they are spending. Affinity data is a key indicator of intent, and used within Interaction Studio to personalize the experience, in real time.</p> <p>One step up from intent, or first party data is explicit, or zero party data. Asking a patient for feedback allows you to present back personalized information that is exactly relevant to their answers. Used throughout the patient lifecycle, it enhances the experience facilitating a more personalized experience, and increasing the likelihood of extending their tenure with you.</p>
Targeted Audience	We would be presenting surveys across the patient lifecycle, facilitating a Net Promoter Score or Patient Satisfaction surveys in the Onboard, Inform and Expand stages. In each instance you can customize the survey based on the stage, and use the answers to improve the experience.
Location	Anywhere, but it should not interrupt the action the patient came to complete. You can utilize a 'remind me later' option when asking the patient to complete the survey, which could trigger an email to be sent with a link, or to present the survey when they next login.
Business Challenge	You don't know what you don't know. Onboarding, usage or retention data is a great way to look at a group of patients and see how they are using your portal, but the most powerful and actionable data is the data that comes directly from the patient through a survey.
Personalization Solution Approach	By using Interaction Studio surveys you are able to learn more about the patient and the experience they have had at a specific time in the life cycle. By asking at the right time, in the context of the actions the patient is taking, or not taking, you are going to increase the chance of getting a response to the survey.
Create Your Survey	Use these instructions to Create your survey
Use Surveys in a Web Campaign	Surveys can be added to a web campaign template by your developer using the documentation available on developer.evergage.com . Once added, a developer can style the survey using the same techniques used for other campaign development.
Review & Interpret Your Survey Results	Analyze Survey Results

Utilize Survey Data in Subsequent Personalization Campaigns

Once a patient responds to a survey, their answers are captured as attributes of their Interaction Studio profile. These responses can be used to present personalization campaigns in real time by creating a segment to form the audience for the next campaign.

Additional Resources

[Interaction Studio e-Campus
Knowledgebase](#)
[Support](#)

