Alchemer Web Feature Overview

Alchemer Web gives you a simple but powerful channel to communicate with your customers. With it, you can show surveys at specific points within your website, and more coming soon.

System Requirements

Alchemer Web Size

Alchemer Web is light weight and will only add 20KB worth of JavaScript and 4KB of CSS to the size of your website.

Events and Interactions

Alchemer Web lets you keep track of customer behavior, and initiate conversations with each customer based on their behavior.

Interactions are the UI elements that you use to interact with each customer, and **Events** are records of past customer behavior.

Events

Events are both records of an action being performed within your website, and an opportunity to show an Interaction. You should engage Events at places within your website where it is appropriate to interact with your customer, as well as places where a significant event has occurred. The more Events you add during integration, the more you will learn about your customers, and the more highly targeted your communications with them can be.

When your website engages an Event it is sent to our server. You can view the name and number of times each Event has been invoked here, which lets you verify that Events are making it to our server. If you would like to predefine an Event name so that you can use it in an Interaction before you make any changes on the client, you
can do so by entering it manually on that page as well.

Places where you might want to record an Event:

- Customer makes a purchase
- Customer declines to make a purchase
- Customer beats a level
- Customer performs an action that indicates they know how to use your website
- Customer performs an action that indicates they are confused
- Customer ends up on a broken page on your website

As you can see, there is some overlap in whether you want to record an Event, show an

Interaction, or both. The good part is that you can choose which Interactions to target to which Events after you have released your website.

Interactions

Interactions are views that you can use to easily and proactively start conversations with your customers. You configure their content, the conditions necessary to show them, and the Event that should trigger them. Alchemer Web takes care of fetching them, evaluating the logic they contain, and displaying them. Each Interaction is configured on the dashboard, so you can easily add or modify them after you've released your website, without modifying the source code.

Interactions are conditionally displayed using the same method (`engage`) as Events, which is why adding several Events to your website during development is important. It allows you to configure an Interaction to display at the Event of your choosing after you have shipped your website. The difference between an Event and an Interaction is that an Event is a record of the `engage` method being called, while an Interaction is a view or group of views that is displayed when `engage` is called.

Places where you might want to show an Interaction:

- The website opens
- User navigates to the settings view
- Customer performs an action that indicates they are confused
- There is a natural pause in the website's UI where starting an interaction would not interrupt the customer

Supported Interactions

Interactions can be configured here.

Message Center

With the **Message Center** your customers can send feedback directly from anywhere on your website, and you can reply. If they are identified or are prompted to provide an email they can receive replies in their inbox.

> See: How to Use Message Center

Surveys

Surveys are Interactions that help you understand the wants and needs of your customers. Surveys are composed of one or more questions, and since they are Interactions, can be targeted to any Event you have configured in your website. There are four supported question types: Single Select, Multiple Select, NPS, and Free Form.

- Setting up a Survey

> See: How to Use Surveys

Prompts (formerly Notes)

Prompts allow you to show an alert to customers, and optionally direct them to a Survey, Message Center, a Deep Link, or simply dismiss the Prompt.

> See: How to Use Prompts

Custom Data

You can send custom data associated with the Device or Person as key/value string pairs, which will be surfaced for you on our website. Not only can you use this data to fill in information about the customer, but you can also use it in Interaction logic to to determine when they can be displayed.

Translations

Interactions will dynamically display in language that the browser is configured.

Specifying a Customer's Contact Information

If you would like to see your customer's email and name, you can pass them to Alchemer Digital. Passing us this information will let you address the customer by name, and reply to their feedback via email.

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