

# View and Analyze Feedback in Alchemer Pulse

The Feedback page is your central hub for viewing, filtering, and analyzing all the feedback your customers have provided. It is organized into three columns: a left panel for filtering your data by attributes and themes, a center panel with tabbed views of your data, and a right panel with customizable analytics.

## The Feedback page layout

When you navigate to **Feedback** in the left sidebar, the page is divided into three main areas:

Column	What it contains
Left panel	Segment selector including attribute filters and theme list
Center panel	Three tabs: Top Highlights, Observations, and Feedback — your primary workspace for exploring customer data
Right panel	Customizable charts for viewing volume of feedback, sentiment, and score analytics

## Center panel: The three tabs

The center panel is organized into three tabs. Each tab shows a count of items next to its label so you can quickly see how much data is available.

### Top Highlights

The **Top Highlights** tab is your executive summary layer — an AI-generated view of the most important takeaways from your current filtered data. Highlights in Alchemer Pulse are powered by Observations, which means every insight is grounded in quantified, verifiable feedback text.

The Top Highlights tab includes:

- A **Summary block** at the top that synthesizes the key ideas and trends across your feedback in plain language.
- The **Observations** that underpin the Highlight. Each cluster represents a major finding, with the specific Observations that make it up listed underneath.
- Each Observation within a cluster shows a sentiment indicator (Issue or Praise) and a count of supporting feedback items so you can see the volume behind each finding.
- A “+X Observations” expand link at the bottom of each cluster to view all related observations.

Because Highlights are backed by Observations, you can click through from any insight to see the real customer quotes that support it — making every summary verifiable and auditable.

Summaries can also be copied to paste into presentations or added as widgets to dashboards.

**Tip:** Top Highlights updates dynamically based on your active filters and selected themes. Changing your date range, adding a theme filter, or selecting a different segment will refresh the summary to reflect your current view.

**Tip:** Use the Add to dashboard icon to pin a Highlight to a dashboard.

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## Observations

Observations are hyper-specific, AI-discovered clusters of feedback that sit between broad Themes and individual verbatim comments. While Themes capture strategic trends, Observations surface the precise, granular issues within those themes.

Each Observation represents a distinct, recurring customer issue or point of praise, automatically identified across your entire feedback dataset. There are two types:

- **Issues** — problems or pain points customers are reporting, indicated by a negative sentiment marker
- **Praises** — positive experiences or compliments customers are expressing, indicated by a positive sentiment marker

The Observations tab displays each observation with a count of how many pieces of feedback support it, so you can immediately prioritize by volume and impact. Click any observation to view the actual customer quotes behind it — and from there, open the full feedback record for complete context.

Key things you can do in the Observations tab:

- Search for a specific observation using the search bar at the top of the tab
- Click an observation to view supporting feedback snippets and read full responses
- Use observations as filters — available across reports and dashboards, not just the Feedback page
- Admins can merge and rename observations to align them with your team's terminology

**Note:** Observations are generated automatically by Alchemer Pulse's AI. They are not individual customer comments, but patterns discovered across many comments. Because they are dynamically discovered from your data, the list will evolve as new feedback comes in.

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## Feedback

The **Feedback** tab shows the individual, verbatim comments your customers have submitted across all connected data sources. This is the same core view as the previous version of the

Feedback page.

Each comment displays:

- The data source
- The comment text
- The AI model automatically applies theme tags and sentiment
- Metadata such as submission date, and a relevance or sentiment score, where available

To get more details about a comment, click it to expand the full view. From the expanded view, you can:

- See and add themes
- Add additional metadata tags
- Review all available metadata for that response, which will vary depending on the data source

**Tip:** Use the Feedback tab when you need to see the exact words customers used or want to verify an observation by reading the underlying comments.

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## Left panel: Refine your feedback with attribute filters, themes, and search

### Using filters

Filters let you narrow down the feedback shown across all three center tabs. To add a filter:

1. Click **Add filter** in the left panel.
2. Choose an existing filter type or use **Search** to find a specific filter.
3. Select your filter criteria. Your selection is applied immediately across all three center tabs and charts on the page.

To use a saved set of filters, themes, and phrases:

- Click the filters dropdown > select a segment or Manage segments
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### Filtering by theme

To see feedback related to a specific category, select one or more themes from the Themes list in the left panel. Each theme displays the total number of feedback items tagged to it. Selecting a theme filters all three center tabs to show only content associated with that theme.

To search for a specific theme, use the Search field at the top of the Themes list.

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## Filtering by phrase

To see feedback containing a specific word or phrase, use the Search bar at the top of the center panel. For advanced search techniques — including exact phrase matching, fuzzy search, and Boolean operators — see [Advanced Feedback Search Techniques for Alchemer Pulse](#).

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## Saving and using segments

A segment is a saved combination of filters, themes, and search phrases that you can reuse across the Feedback page, Reports, Dashboards, and Workflows.

### Creating a segment

1. Sign in to your account on Alchemer Pulse.
2. In the left sidebar, click **Feedback**.
3. Apply your desired filters and select your themes.
4. Click **Save as segment** at the bottom of the page.
5. Choose whether to update the existing segment or **Save as new segment**.



### Applying a saved segment

1. On the Feedback page, click the selector dropdown in the top-left of the left panel.
  2. Select the segment you want to apply. Your filters, themes, and search phrases will load automatically.
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### Updating a segment

1. Open the segment you want to update.
  2. Make changes to the filters, themes, or phrases.
  3. Next to the segment name at the top, click **Save segment**.
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### Add new filters or themes

Your filters are based on the types of feedback that you receive.

To add a new filter that's not on your list, reach out to Alchemer Support.

**Tip:** Segments you save on the Feedback page can also be used as filters when creating Reports or filtering Dashboards, making it easy to analyze consistent slices of your data across the product.

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## Right panel: Analytics

The right panel of the Feedback page displays a set of interactive charts that update in real time based on your active filters and segment. These charts give you a quick quantitative snapshot of your feedback alongside the AI-powered Highlights and Observations tabs.

### Scores chart

Use the top chart to view a variety of sentiment scores, distributions, and other metrics. To change which metric the top chart displays, click the underlined metric name. A dropdown menu will appear with the following options, as well as some that may be specific to your Alchemer Pulse project:

- Net sentiment — subtracts the percentage of negative theme mentions from positive ones, on a scale of -100 to 100
  - Sentiment distribution — ratio of positive, neutral, and negative theme mentions for a given number of feedback items
  - Net promoter score — the industry-standard NPS metric
  - Average score — the simple average of all customer-assigned scores
  - Volume of feedback — total number of feedback items
  - Positivity index — ratio of positive to negative theme mentions
  - Negativity index — inverse of the positivity index
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## Volume of feedback by breakdown charts

Below the scores chart, horizontal bar charts show the volume of feedback broken down by different dimensions:

Each chart's breakdown dimension is interactive. Click the underlined dimension name to open a dropdown and change what the bars represent. Available breakdown options include:

- Observation
- Category
- Theme (with sub-options)
- Feedback attribute (with sub-options)
- NPS answer
- Score
- Parent phrases
- Phrases (with sub-options)

You can also type in the Search breakdown field at the top of the dropdown to quickly find a specific dimension.

## Related Articles

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