

Alchemer Survey OpenAI Ask AI Follow Up Question Integration

Use the OpenAI Integration to Generate AI-Powered Follow-Up Questions

Take your surveys a step further with AI-generated follow-up questions that respond directly to how your participants answer. Alchemer's OpenAI integration helps you personalize your surveys at scale—automatically creating thoughtful follow-up questions that dig deeper and capture richer insights.

What this integration does

The *Ask AI-Generated Follow-Up Question* integration works by taking a specific question and its answer in your survey, sending it to OpenAI, and returning a personalized follow-up question. You can then use that AI-generated question text in your survey to prompt more detailed responses.

This helps you:

- Personalize follow-up questions for each respondent
- Uncover deeper insights without manual intervention
- Create dynamic survey experiences that adapt to answers in real-time

How it works

This integration is designed to work within Alchemer's survey flow. Here's a high-level look at how to implement it:

1. **Set up your main survey question** — The one you want to follow up on.
2. **Use the OpenAI integration** — Send the selected question and its answer to OpenAI.
3. **Store the AI-generated response** — Save the returned follow-up question in a Hidden Value action.
4. **Insert a follow-up question** — Use piping to display the hidden value as the text of your follow-up question.

Step-by-step: Set up the OpenAI follow-up question integration

1. Add your primary question

Create the question in your survey that you want to base follow-up questions on. For example:

What's the biggest challenge you face with customer feedback?

Essay / Long Answer

QUESTIONLOGICVALIDATIONLAYOUTPIPING / REPEATNeed Help?



Question Type

I

Essay / Long Answer

What question do you want to ask?

What's the biggest challenge you face with customer feedback?




☐ Require this question

Question Label:

Q


Concise, descriptive label

 Getting Started Guide

Essay questions allow multiple-line text answers and are great for additional feedback after your quantitative questions. The larger text field invites respondents to give you more information than a textbox. For single word and short sentence answers, use the Textbox. Responses can be scored for sentiment, allowing you to report on the tone of responses, or base logic on positive or negative answers (learn more).

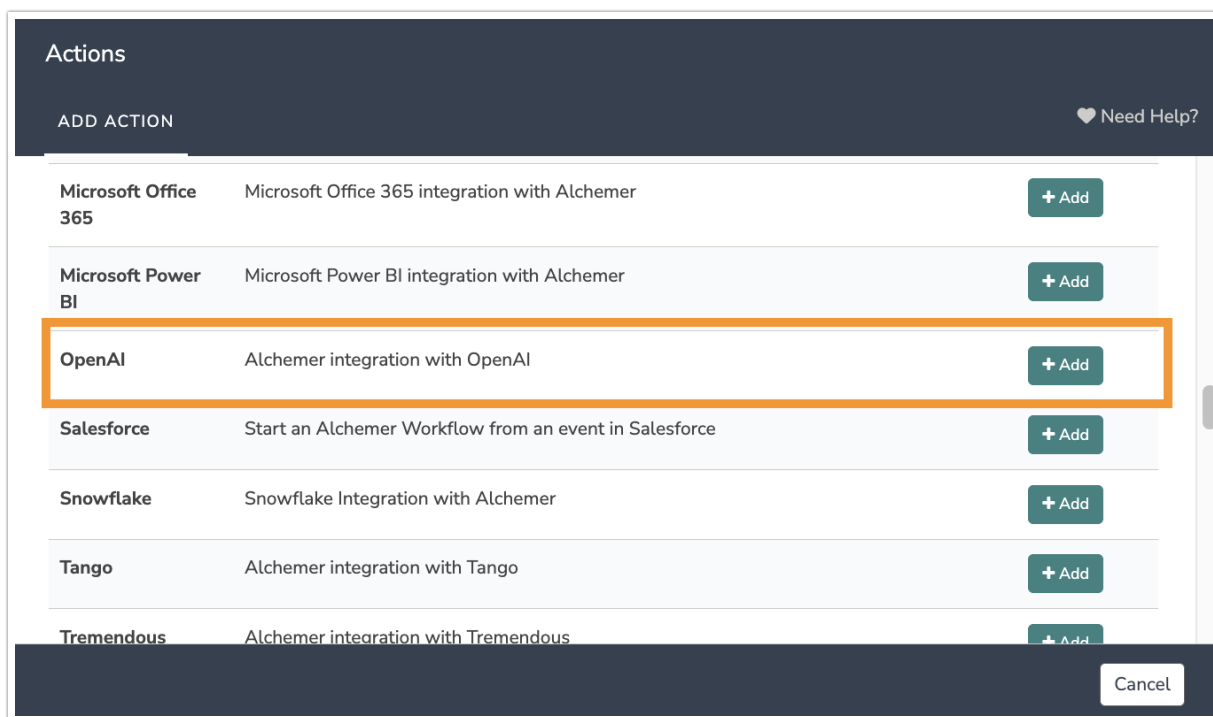
A minimum or maximum word or character count will help you get the responses you need.

[Learn More](#)

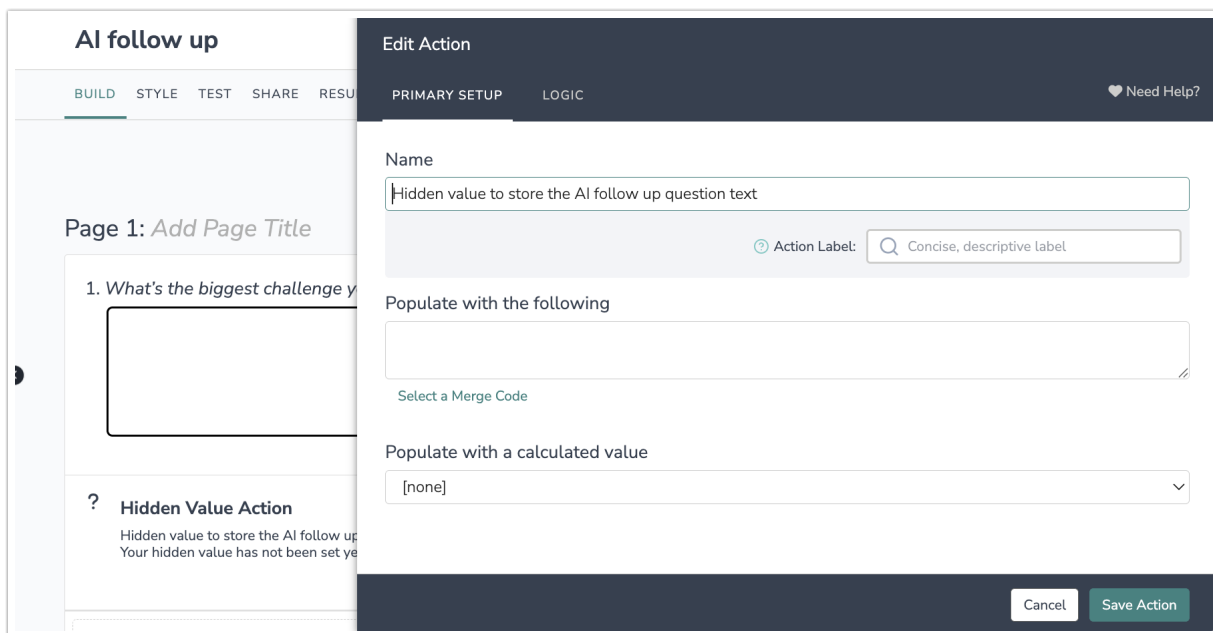


2. Add the OpenAI integration

1. Navigate to the **Actions** tab.
2. Click **Add Action** and select **Integrations > OpenAI: Ask AI-Generated Follow-Up Question**



3. Choose the **question** whose response will be sent to OpenAI.
4. Configure the action to store the response (follow-up question text) in a Hidden Value.



3. Set up a Hidden Value action

1. Add a **Hidden Value** action right after the OpenAI action.
2. Set its value to the output of the OpenAI integration.

3. Give it a clear name (e.g., `ai_followup_question_text`).

4. Display the AI-generated question

1. Add a new **open-text** question or other appropriate type.

2. In the **question text**, use merge code to pipe in the Hidden Value:

The screenshot shows the SurveyMonkey question editor interface. On the left, there's a sidebar with tabs: BUILD, STYLE, TEST, SHARE, RESULTS. The main area is titled 'Essay / Long Answer'. Below the title, there are tabs: QUESTION, LOGIC, VALIDATION, LAYOUT, PIPING / REPEAT. The 'QUESTION' tab is active. The question type is set to 'Essay / Long Answer'. The question text is '[question("value"), id="3"]'. There's a checkbox for 'Require this question' and a 'Question Label' field with the text 'Concise, descriptive label'. A 'Getting Started Guide' pop-up is visible, explaining that essay questions allow multiple-line text answers and are great for additional feedback. At the bottom, there are buttons: 'Add Another Question', 'Save Question to Library', 'Cancel', and 'Save Question'.

5. Test your survey

Preview your survey and respond to your initial question. Confirm that the AI-generated follow-up question appears as expected.

Use case example

Scenario: You're surveying customer success managers about their workflow.

- **Main Question:** “Describe a recent challenge your team faced.”
- **AI-Generated Follow-Up:** “What steps did your team take to overcome that challenge, and what was the outcome?”

This kind of tailored follow-up keeps your survey conversational and insightful—encouraging richer, more relevant responses.

Considerations

- This integration requires an OpenAI API key.
 - AI-generated content may vary in tone and complexity. Always test the experience to ensure it fits your audience.
 - Hidden Values are not shown to respondents but can be used to populate visible questions, trigger logic, or store data.
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Next steps

- [Learn how to use Hidden Values ↗](#)
- [Explore other OpenAI actions in Alchemer ↗](#)

Need help getting started? [Contact our support team ↗](#) for guidance.

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