

# Alchemer AI Smart Question

## Overview

Alchemer AI Smart Question is an embedded AI capability within Alchemer that analyzes respondent answers in real time and generates contextually relevant follow-up questions. It is used by organizations to deepen qualitative insights and create more natural, conversational survey experiences without manual question design.

This Alchemer AI integration enables surveys to automatically generate a follow-up question based on what a respondent writes. When a respondent submits a text answer, Alchemer AI Smart Question evaluates the response and produces a targeted follow-up question that probes deeper into the meaning, sentiment, or themes expressed.

## Common uses for the Alchemer AI Smart Question feature

- Automatically probe open-ended responses with a relevant follow-up question
- Replace static question branching with AI-driven conversational flow
- Increase qualitative depth in NPS, CSAT, or open-feedback surveys
- Reduce survey design time by letting AI generate follow-up logic on the fly

## What can the Alchemer AI Smart Question integration do?

- [Ask AI Generated Follow-Up Question](#)

## You will need

- Alchemer AI Smart Question enabled on your account
- An Alchemer plan that includes integrations and the Integration Manager permission enabled
  - [Contact us](#) if you are unsure whether your plan includes integrations.
- A **Hidden Value** field on the same survey page as the AI action. This is where the AI-generated question text will be stored.
- An open text or essay question on a subsequent survey page. This is the question the respondent will answer, configured to display the AI-generated text as its question title.

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## Setup Alchemer AI Smart Question integration in surveys

### [Alchemer AI Smart Question | Ask AI Generated Follow-Up Question](#)

You will need:

- Alchemer AI Smart Question enabled on your account
- A survey question that accepts open text input. This is the question the AI will read and respond to.
- A **Hidden Value** field on the same page as the AI action to store the generated question text
- An open text or essay question on a subsequent page, configured to use the Hidden Value merge code as its question title

### How it works

When a respondent submits an answer to the question you select, Alchemer AI Smart Question reads that text and generates a new follow-up question in real time. The generated question text is saved to a Hidden Value field on the same page. On the next survey page, an open text or essay question displays the AI-generated text as its question title using a merge code that references the Hidden Value. The respondent then answers that question, creating a natural conversational follow-up experience.

### Step 1: Add a Hidden Value field

1. In **Survey Builder**, navigate to the page where the AI action will run.
2. Add a **Hidden Value** field to that page. This field will store the AI-generated follow-up question text.
3. Note the merge code for this field. You will need it in Step 3.
4. Set the page to **auto-submit** so respondents are not shown this page. The AI action and Hidden Value will process in the background before advancing to the next page.

### Step 2: Configure the AI action

1. On the same page, select **Add New: Action**.
2. In the Add Action modal, scroll to the **Integrations** section.
3. Select Integration --> **Alchemer AI**.
4. Select Action --> **Ask AI Smart Question --> Next**
5. **Add a new mapping | Select questions:** Choose the open-text question whose answer the AI will evaluate.
6. **Alchemer AI Smart Question | Get data back:** Select the Hidden Value field you created in Step 1. The AI-generated question text will be saved here.
  1. The AI-generated question text will be saved here.
7. Save the action.

### Step 3: Add the follow-up question

1. Add a new page to your survey after the page containing the AI action.

2. Add an **open text** or **essay** question to this new page.
3. Set the question title to the merge code for the Hidden Value field from Step 1. This causes the AI-generated text to appear as the question the respondent sees and answers.

#### **Status codes**

- 200: Follow-up question was successfully generated
  - 400: The Alchemer AI integration returned an error
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## Testing and Troubleshooting

### Testing and Validation

#### **How to test**

- Submit a survey response with a substantive open-text answer to trigger the AI action.
- Confirm a follow-up question was generated and saved to the designated field.
- Review the Action Log to verify the AI processed the input and returned output successfully.

#### **How to verify results**

- Check the value stored in the designated output field. It should contain a full, contextually relevant follow-up question.
  - Ensure the generated question reflects the content and tone of the respondent's original answer.
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### Monitoring Integration Activity

#### **Where to find logs**

- Go to **Results** → **Individual Responses**.
- Select the response you want to inspect.
- Open the **Action Log** tab.

#### **What logs display**

- Success or failure status
  - Timestamp
  - Input value (the respondent's original text answer)
  - Output value (the AI-generated follow-up question)
  - Returned status code
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### Troubleshooting

#### **Alchemer AI not available**

- Alchemer AI is not enabled on your account. Contact your account manager.
- Integration Manager permission is not enabled for your user

#### **No follow-up question generated**

- The source question's response was empty or too short for the AI to evaluate

- The action fired before the respondent submitted a text answer

#### **Mapping errors**

- No output field selected to store the generated question
- The output field type is not compatible with text storage

#### **AI model errors**

- Response content was flagged by content safety filters
  - Unexpected input format caused the model to return an error
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## FAQs

### **What permissions do I need?**

Integration Manager in Alchemer and Alchemer AI enabled on your account.

### **When does the integration run?**

In real time when the respondent submits an answer to the selected source question.

### **Can I use multiple Alchemer AI actions in one survey?**

Yes. Each action evaluates a specific question independently, so you can chain them to create multi-step conversational flows.

### **Can I control what kind of follow-up question is generated?**

The AI generates follow-up questions based on the content of the respondent's answer. For more control over tone or focus, contact Alchemer Support about available configuration options.

### **Why isn't my follow-up question appearing?**

Check the Action Log for empty inputs, AI processing errors, or output field mapping issues.

### **What if I need additional functionality?**

Contact Alchemer Support for enhancement requests or questions about expanded AI capabilities.

Related Articles

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