Getting Started with Dashboard for Digital Customers

If you collect feedback with Alchemer Digital, Alchemer Dashboard gives you a place to visualize and analyze that feedback, and share the insights with your team. This guide orients you to how Dashboard works for Digital customers before you start building.

How Dashboard relates to Alchemer Digital

Your Digital apps keep collecting feedback exactly as they do today. Alchemer Dashboard reads that feedback so you can chart it, group charts into interactive dashboards, set alerts, and, with Advanced Dashboard, ask questions with Spark and surface AI Highlights. You reach Dashboard directly from the 9-square grid menu in Alchemer Digital; see Navigating from Digital to Dashboard.



Two kinds of Digital data

The most important thing to understand is that Digital feedback reaches Dashboard in two different ways, depending on the interaction type.

1. Data you create from a source: Surveys and Prompts

For Digital Surveys and Prompts, you create a dataset from the source yourself. Go to **Data > Sources**, select the source, and click **New Dataset**. Alchemer builds the dataset on demand, and you can then chart it or refresh it as needed. See Managing Sources.

2. Pre-built models: Love Dialog and Rating Dialog

Love Dialog and Rating Dialog data is already waiting for you. Alchemer Dashboard automatically builds and maintains a single Love Dialog model and a single Rating Dialog model for each user, each containing data for all the Digital apps you have access to. There's nothing to create or refresh. You can chart this data or ask Spark about it right away.

In short: create a dataset for **Surveys** and **Prompts**; **Love Dialog** and **Rating Dialog** are ready to use the moment you arrive.

Tip: If some of your data is already available in Dashboard and some isn't, this is why: Love Dialog and Rating Dialog are pre-built, while Surveys and Prompts must be turned into datasets first.

What you can do in Dashboard

- Build charts and tables from your Digital feedback
- Group charts into interactive dashboards and share or export them
- Set alerts and schedule dashboard deliveries to stakeholders
- *With Advanced Dashboard:* ask questions in natural language with Spark, and surface patterns automatically with AI Highlights

Who can access what

Your **license** controls what you can do; your **data access** controls what you can see. Your Digital role sets your license: **Admins** and **Collaborators** get **Creator** access (build and manage), and **Reporters** get **Consumer** access (view, filter, and share). You can see data only for the Digital apps you have access to in Alchemer Digital. For full details, see the Alchemer Dashboard Permissions Overview.

Next steps

- Navigating from Digital to Dashboard: how to get there
- Managing Sources: create a dataset from a Survey or Prompt
- What Digital Data You Can Visualize in Dashboard: the interaction types and metrics available
- Quick Start Guide: build your first chart and dashboard
- Building Charts: chart-building techniques by question type

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