Topics

A topic is a group of insights about the same theme, inside a topic set. To create sets and tune how many topics you get, see Topic sets.

Read a topic page

Open a topic from a topic set, from the Trending topics card on the Dashboard, or from the Related topics carousel. If the topic was pre-defined when the set was created, the phrase you used appears in a **Pre-defined topic phrase** box. **Other related topics** links to similar topics in other sets.

The **Filter** in the Insights overview narrows everything on the page: the charts, CRM records, and insight list. Counts always reflect the filters applied. The chart icon on the Timeline opens it in Monitor.

With a CRM connected, **This topic could have an influence on** shows the value of current opportunities and of opportunities you did not win that are linked to the topic. Current Leads are leads not yet converted, and they are shown only if your CRM uses leads. Customers are accounts with at least one closed opportunity. CRM records appear only when your CRM is connected and the topic's insights come from conversations linked to CRM records.

Ask the Analyst asks questions about the insights you are currently filtering (see Analyst). **Create Topic Set** breaks the topic into sub-topics. The three-dot menu offers **Export to PDF** and **Export to Excel**.

Edit a topic

Hover over the topic name or summary to edit it. Names and summaries are generated, so rename them to match your own terminology. Outliers cannot be edited.

Curate the insights in a topic

Each insight card has a three-dot menu.

Option	Effect
Add to key insights / Remove from key insights	Changes which insights are pinned in the Key insights carousel. Removing an insight from key insights leaves it in the topic.
Remove from topic	Takes the insight out of the topic and its key insights, and moves it to the set's outliers if the set has any. The insight is not deleted. This cannot be undone.
Delete insight	Removes the insight entirely.

Outliers

Outliers are insights that fit no topic. They appear as **+ N outlier insights** at the bottom of a topic set. Opening that row shows them as a topic called Outliers. You can filter and export outliers like any topic, but you cannot rename them or add key insights. Select **Create Topic Set** on the outliers to cluster them again. To reduce outliers across the whole set, lower the topic density when tuning (see How do I reduce outliers? below).

Merge topics

If two topics cover the same theme, open the topic set and drag the handle on the left of one topic row onto the other. Dragging onto the outliers row sends the topic's insights there. Confirm in the **Merge topics** window. The insights move into the target topic.

Merging cannot be undone. Regenerating the set rebuilds its topics, but it replaces all of them.

Trending topics on the Dashboard

The Dashboard's Trending topics card lists up to ten topics from your active topic sets, based on the latest 14 days of insights. Change is measured against the previous 14 days. The card uses your Team topic sets if you have any, otherwise your own sets. If it is empty, create and save a topic set first.

Creating topics with a topic model

A topic model groups your insights by how semantically similar they are. When you create a model, Alchemer Voice automatically discovers and generates topics for your insights. You can then edit those topics directly, or tune the model settings and regenerate the topics.

Topic model settings

Two settings control how many topics a model produces and how large each topic is.

Setting	What it does
Minimum Topic Size	Sets the smallest number of insights that can form a topic, which in turn shapes how many topics are generated. A higher value produces fewer, larger topics; a lower value produces more small, micro topics. We recommend increasing this value rather than decreasing it.
Maximum number of topics	Sets the largest number of topics the model will keep after training. Topics are merged together to reach this target. Setting the number too low can force unrelated topics to combine.

How do I reduce outliers?

The number of insights classified as outliers is controlled by the topic density setting. Lowering the density reduces outliers by creating more topics.

Keep in mind that lowering the density can push outliers into topics where they do not truly belong. Aim for a balance between reducing outliers and keeping unrelated insights out of your topics.

I have only a few topics. How do I increase them?

If you have a small number of insights, it can be hard to extract meaningful topics because there is not much data to work with. Filtering to include more insights usually gives better results.

Your Minimum Topic Size may also be too large for the number of insights you have. Lowering the minimum size makes it much more likely that additional topics are generated. Lowering the topic density has a similar effect.

Finally, and less commonly, there simply may not be many distinct topics to find in your insights. A large number of outliers is often a sign of this.

I have too many topics. How do I reduce them?

If you have a large number of insights, the model can generate a very large number of topics. There are a few ways to bring that number down:

- Set the Minimum Topic Size higher relative to the number of insights, so small topics are not generated. This modeling parameter sets the minimum number of insights a topic needs, and larger topics mean fewer topics overall.
- Set the topic density to a higher level. This prevents micro topics, because the model then needs many neighboring insights before it will create a topic.
- Set the maximum number of topics to a value that makes sense for the volume of insights you are working with. Because topics are forced to merge to hit this target, it can lower the quality of the resulting topics.

In practice, we recommend leaving the number of topics on Auto. Auto merges topics that are very similar while keeping dissimilar topics separate.

Permissions

Curating a topic depends on owning the topic set or having a role that can manage it. See Roles and permissions.

- Editing a topic's name or summary needs ownership of the topic set or a role that can manage it.
- Merging topics works only in sets you own or can manage. Without that, the drag handle is not shown.
- **Delete insight** in the insight card menu is available depending on your role.

Related Articles