Topic Sets

Topic Sets let you set a baseline and then organize and analyze customer priorities, feedback, and trends. Use a Topic Set to group insights around a focus area so you can track what matters most to a region, product, or customer segment.

Create a Topic Set

1. Go to **Insights** in Alchemer Voice.
2. Choose your focus. Filter by region, product, customer type, or another key field.
3. Click **Create Topic Set**.
4. Decide how the topics are built:
   - Let Alchemer Voice auto-generate the topics, or
   - Manually enter the hypotheses or areas you want to track.
5. Name the set clearly so it is easy to recognize later, for example "Onboarding Feedback, United States".
6. To make the set available to others, save it to your favorites or share it to Team Topic Sets.

Use the **Topic Sets** page to drill into existing Topic Sets to look for new insights and trends within the Topic Set.

When to use Topic Sets

- Baseline the top feature requests or pain points for a region or product.
- Compare feedback between segments.
- Validate a hypothesis, for example whether US customers mention billing more often than UK customers.

Best practices

- Start granular, such as a single product in one region.
- Avoid very large topic sets (more than 10,000 insights) so they stay manageable.
- Rebase or refresh older sets with new data on a regular basis.

Shortcuts

- Save the filters you use most often.
- Collaborate by sharing finalized topic sets with your team.

What to avoid

- Do not mix too many variables (region, product, and segment together) unless your analysis requires it.
- Do not overpopulate a topic set. Refine it with filters for clarity.

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