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.

Draft and saved sets

A new set starts as a draft called **Explore topic set**. You can review the topics, change the tuning settings, and regenerate as often as you like. When you are happy, save it with a name and description.

Saved, active sets are kept up to date. New insights that match the set's filters are added to the right topic automatically, and the Trend columns appear. The date range in the original filters is not applied to new insights, so a set built from "last 3 months" still receives new matching insights. Archived sets stop receiving new insights.

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".

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

Large sets can take a minute or more, and comparison sets a couple of minutes. Review the draft, adjust the tuning if needed, then save it.

Size guidance: below 50 insights, you are warned that the set may not split into several topics. Above 25,000, you are warned that performance may suffer. Narrow filters (for example, one product in one region) generally give clearer topics than broad ones.

You can also start from inside a topic. Open the topic and select **Create Topic Set** in the Insights overview to break it down further. The new set records which topic it came from. This also works on the Outliers topic, which is a way to find structure in insights that did not fit anywhere. See Topics.

Creation methods

Method	What it does
Cluster insights into multiple topics (default)	Alchemer Voice discovers the topics.
Cluster with pre-defined topics	With the multiple-topic option selected, switch on **Pre-define topics you'd like to group insights into** and type a sample phrase per topic (at least 5 characters each; + adds more). Each phrase should resemble the insights you want in that topic. Alchemer Voice builds those topics and also finds other topics around them. Pre-defined topics are marked with a target icon. If there was not enough data to build a phrase, a warning lists the missing ones.
Collect these insights into one topic	Puts every filtered insight into a single topic, for when you have already filtered precisely and want one place to analyze or export them. Single-topic sets cannot be regenerated or tuned.
Single topic with comparison topics	Available when you filtered with a keyword search. Choose **Collect these insights into one topic** and switch on **Generate comparison topics within the same filtered insights**. Alchemer Voice also clusters the insights from the same filters that do not match your keyword, so you can see where your subject ranks against other topics in the same segment.

Tuning

On the draft page, open **Tuning**, change the settings, and select **Regenerate**.

Setting	Options	Effect
Topic density	Auto, Very high, High, Medium, Low, Very low	How close together insights must be to form a topic. Higher density gives fewer, larger topics. Lower density gives more, smaller topics and fewer outliers, but very low values can push insights into topics where they do not belong.
Minimum topic size	Auto, Manual	Minimum number of insights needed to form a topic. Raising it is generally better than lowering it.
Maximum number of topics	Auto, Manual	After clustering, similar topics are combined until this number is reached. A low value can force unrelated topics together. Auto is recommended.

If Auto density finds very few topics in a reasonably large set, Alchemer Voice retries automatically with a lower density, up to three attempts.

Work with a saved set

Select **Show archived sets** on the Topic sets page to include archived sets, which have a dashed border. Inside a set, topics are sorted by insight count by default. Select a column heading to re-sort. **Records** are linked CRM records. If your CRM is connected, a toggle switches to a financial view showing the value of current opportunities and of opportunities you did not win. **+ N outlier insights** opens the insights that fit no topic, and the **Insight filters** heading has a button that opens Insights with the same filters applied.

To rename a set or edit its description, hover over it and select the pencil icon. The three-dot menu at the top right offers these actions, depending on the set's state:

Action	Result
Move to team sets / Move to my sets	New sets are private. Moving a set to the team makes it visible to colleagues. Moving a set to the team requires the permission to manage team topic sets.
Regenerate	Rebuilds the set from scratch and returns it to draft so you can retune first. All topics are replaced, edits to topic names and descriptions are lost, and this cannot be undone.
Archive	Stops new insights being added. The set is hidden by default but remains available.
Delete	You lose access to the set's topics. The insights themselves are kept.

Merge topics. Drag the handle on the left of a topic row onto another topic, or onto the outliers row, and confirm. All insights move into the target topic. Merging cannot be undone.

Analyze a set. Open any topic and use **Ask the Analyst** to ask questions about its insights. See Analyst.

Export a topic set

Exports are done per topic. Open a topic, select the three-dot menu in the Insights overview, and choose **Export to PDF** (opens your browser's print dialog) or **Export to Excel** (a workbook with the overview, insights, open opportunities, customers, leads, and chart breakdowns). The CRM lists on the topic page each have a download icon for a CSV.

Sets linked to a connected Jira or Notion project also offer **Export to Jira** or **Export to Notion**, which create an issue or page from the topic. This is not available for ordinary sets.

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.
- 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.

Troubleshooting

Symptom	What to do
Too many outliers	Lower the topic density. Balance this against very low density, which can place insights in the wrong topics.
Too few topics	Widen the filters to include more insights, lower the minimum topic size, or lower the topic density. Many outliers with few topics can simply mean the data has few distinct themes.
Too many topics	Raise the minimum topic size or the topic density, or set a maximum number of topics (this merges topics and can lower quality).
“No topics found”	Alchemer Voice could not find significant topics in the insights provided. Widen the filters and try again.
No Trend columns	Trends appear only on saved, active sets. They compare the latest 14 days of insights with the 14 days before. Draft and archived sets do not show them.

Permissions

Creating and managing topic sets depends on your role and on who owns the set. See Roles and permissions.

- Creating a topic set needs a role that allows it. Without it, the **Create Topic Set** button is missing on the Insights page, and an Alchemer Voice admin can change your role.
- Moving a set to team sets is usually limited to admins. Colleagues who can read team sets see the sets that have been moved there.
- Saving, moving, and archiving a set depend on your role and on who owns the set. If you cannot do one of these, ask an Alchemer Voice admin.

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