Labels & Tagging

Labels are colored tags that you create and attach to items so you can group things your CRM can't segment, such as competitor mentions, a research project, or a pilot program. Open a label to see everything that carries it. Labels exist only in Alchemer Voice and don't change your CRM.

You can label conversations, insights, topic sets, individual topics, accounts, transcript fragments (selected passages of a transcript), and Tracker issues.

Personal and team labels

Personal labels are the default. Anything you create is owned by you and appears in a lighter color.

Team labels appear in a solid color and are available to everyone. A personal label can be turned into a team label, and back.

The label picker offers team labels and your own personal labels. Labels owned by other people are not offered, so ask the owner to move a label to team labels if you need it. There is no separate group-level label.

Label an item

Select the label icon (a tag with a plus) on a conversation, insight, topic, topic set, account, or Tracker issue. On an insight card, hover over the card to see it, or open the insight and use the icon at the top.

Type in Search or create... to find a label (with nothing typed, your recently used labels are listed), or type a new name and pick a color under Create new. A new label is applied immediately. To remove a label, select the x on its chip.

Find labeled items

The Labels page lists each label with counts of the items carrying it. Select Create there to make a label without applying it. To find labeled insights from the Insights page instead, use Filter and filter by label.

A label's page

A label's page lists the items carrying it, by type. From it you can:

- Select the name or color square to rename the label or change its color. The change applies everywhere the label is used.
- Ask the Analyst about everything carrying the label, or select Create Topic Set to group the labeled insights into themes. See Topic Sets.
- Use the menu for Move to team labels, Move to my labels, or Delete label. Deleting cannot be

undone.

Labeling in bulk

A workflow can apply or remove labels on every new conversation or insight that matches your criteria, and Loop workflow applies a workflow to existing data. See Workflows (Automation). AI assistants connected through MCP can also find, create, change, apply, and remove labels.

Choosing what to label

Labels suit information that isn't in your CRM, for example competitor names, ad hoc research projects, pilot programs, or a set of conversations to revisit. For attributes already in the CRM, such as region or customer type, use CRM field filters instead. Keep labels narrow, agree on naming conventions, and delete outdated labels to keep the picker short.

Permissions

What you can do with labels is set on the role in Admin > Roles. See Roles and permissions.

Permission	Allows
Manage my labels	Create and edit your own labels.
Manage team labels	Create and edit team labels, change a label's team visibility, and manage any label.
Read team labels	See and use team labels.
Apply labels	Attach and detach labels on content.

Attaching and detaching also require permission over the label itself. Without edit permission on a label you cannot rename it or change its color, and the label menu offers only the actions your permissions allow. AI assistants connected through MCP are subject to the same permissions.

Related Articles