

AI Survey Builder

Alchemer AI Survey Builder turns a plain-language description into a real, ready-to-edit survey in seconds. It writes the questions, answer options, and page structure for you, and you stay in the driver's seat the whole time.

Build Better Surveys Faster

- **Skip the blank page.** Describe what you want to learn and you start with a complete survey.
- **Get questions built the right way.** Balanced rating scales, neutral wording, a Net Promoter Score question built to the standard. Two decades of Alchemer survey expertise is built in.
- **Change anything by asking.** "Split this across pages." "Make question 3 optional."
- **Edit by hand whenever you want.** Reorder, reword, or delete straight on the canvas.
- **Nothing goes out until you send it.** You review, you decide, you publish.

See It in Action

You type:

"A customer satisfaction survey for people who just contacted support, covering how satisfied they were, how quickly it was resolved, whether it was fully resolved, how likely they are to recommend us, and any other comments."

You get, in about fifteen seconds: a five-question survey. A satisfaction scale, a resolution speed scale, "Was your issue fully resolved?", a Net Promoter Score question, and an open comment box, with a Thank You page at the end.

You follow up:

"Add a question asking which support channel they used: email, phone, chat, or help center."

You get, in a couple of seconds: the question added at the top of the survey, everything renumbered, and a note back saying what changed. Want it somewhere else? Ask for that too.

Both rating scales came back balanced. The resolved question offered "Partially resolved" instead of a blunt yes or no. The comment box was the only question marked optional. You did not ask for any of that.



Create a Survey with AI Survey Builder

1. On your Survey list, click **Create New**.

2. Choose **Generate With AI**.
3. Describe the survey you want.
4. Click **Start Building**.

You will see a **Generating...** status, then your survey opens in the **AI Builder** tab. Questions to add on the left, your survey in the middle, the AI Assistant on the right.

Good to know: Once a survey has been created with AI Survey Builder, it is marked with a sparkles icon next to its name on your Survey list, so you can spot AI-built surveys at a glance.

How to Write a Good Prompt

Name what you want to learn. That does more for the result than asking for a number of questions.

Thin: "Build a customer satisfaction survey."

Better: "Build a customer satisfaction survey for people who just contacted support, covering satisfaction, resolution speed, and whether the issue was solved."

The second one names three things to ask about, so what comes back is usable. You can also say who the audience is and roughly how long it should be.

A few more to borrow:

- "Create an NPS survey for our support team, with a follow-up asking why."
- "Post-event feedback survey, five questions, covering content, speakers, and venue."
- "Employee engagement survey covering workload, manager support, and career growth."
- "Product feedback survey for a new feature launch, asking about ease of use and what is missing."

Refine Your Survey

Keep shaping your survey by talking to it. Describe the change you want in the **AI Assistant** panel and it is applied to your questions directly.

- "Split these questions across multiple pages so respondents do not feel overwhelmed."
- "Add a question asking how likely someone is to recommend this to a friend."
- "Make question 3 optional instead of required."
- "Group the demographic questions onto their own page."

Check each change before moving on, then keep going.



You can also edit by hand at any time. Click straight into a question on the canvas to reorder, reword, duplicate, delete, or require it, the same as you would in the standard editor. The panel on the left has two tabs: **Outline** to jump straight to a question instead of scrolling for it, and **Library** to add a question type, with a search box for finding one by name.

When You Need the Full Builder

AI Survey Builder handles the most common survey work, not everything Alchemer can do. Question types beyond the ones in the **Library** tab, and any kind of logic, live in the standard **Build** tab. It is still there, unchanged, and everything you already know how to do still works.

Clicking **Build** does not commit you. Alchemer asks first, and **Edit with AI Builder** takes you back.

Important! Editing your survey in the Build tab is a one-way move for now. Once you do, you cannot go back to editing it with AI Survey Builder. That confirmation is your last exit, so make your AI-assisted changes first and switch when you are ready to take it the rest of the way.



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