Alchemer

Formerly SurveyGizmo

PRODUCT

Video Feedback

Alchemer's Video Feedback lets you collect video responses from your audiences, allowing you to see and hear from them personally. They can easily record their answers to your survey, adding a new dimension to your research. This add-on to your Alchemer subscription is integrated into the application, making it easy for you to develop video questions and for your respondents to reply.

Alchemer's Video Feedback provides the visual cues and verbal nuances you need to see the whole story behind your metrics. With video responses, you can make informed decisions based on audience storytelling. This allows for quick yet deep insight into the why behind respondents' answers.

INTEGRATED VIDEO QUESTIONS.

Adding a video question to a survey is as easy as asking an open-ended question, embedding the video question, and setting the time constraints for responses. Your audience records their responses directly within the survey.

HUMAN TRANSCRIPTS.

Within 24 hours, often much sooner, you will receive video transcriptions, so you can read as well as see what they say. Our transcripts are written by humans (not transcription software) to deliver higher quality transcriptions that accurately reflect the responses you receive.

AI-POWERED SENTIMENT ANALYSIS.

Transcriptions are analyzed by IBM Watson for Sentiment Analysis. Using machine learning along with natural language processing, each sentiment is identified and scored

CATEGORIZE BASED ON SENTIMENT.

Alchemer Video Feedback enables researchers to categorize video content based on respondents' true feelings to make the most informed decisions based on the feedback.

GATHER RICHER FEEDBACK.

Gathering video responses is particularly important to researchers and HR professionals, since focus groups and in-office interviews are not currently an option.
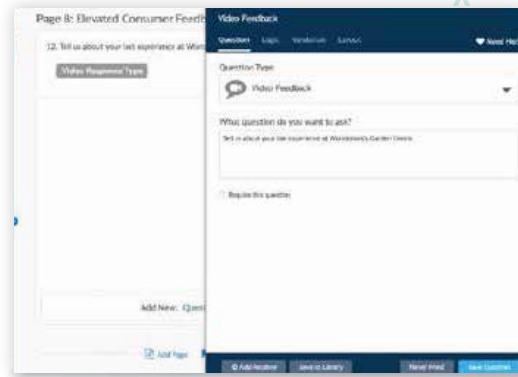
Want to put a face to your feedback?

Getting video feedback delivers the nuances of responses that are hard to spot in text only. **Discover what you can see and hear with Alchemer Video Feedback by calling 800.609.6480.**

CREATING VIDEO QUESTIONS.

Adding Video Feedback to a survey is just like adding any question type. Once you have purchased a block of minutes, you can select Video Feedback, ask an openended question, embed the question, and set the time constraints for responses.
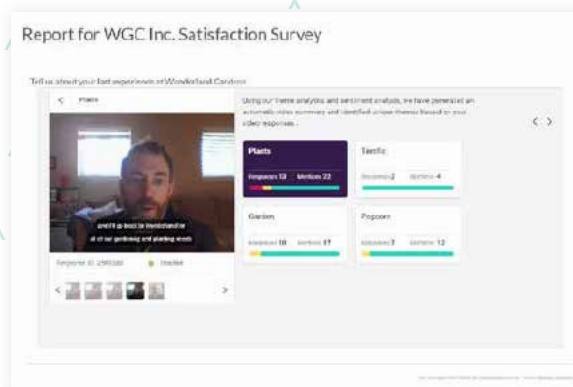
RESPONDING TO VIDEO QUESTIONS.

When you add a Video Feedback question into your survey, the solution guides your respondents through the creation process, even showing them where to place their face for better analysis and to make it easier for you to create consistent-looking thematic clips that combine video responses for reports.

ANALYZING FEEDBACK.

While each response is analyzed individually as it comes in, when you are ready to create a report, the reporting system automatically collects and groups responses based on key words and sentiments. Each response included in the report shows both the sentiment and the transcription of their response.

ADDING VIDEO FEEDBACK.

You can add Video Feedback in blocks of 1000 minutes that are good throughout the duration of your contract. You can set the minimum and maximum length of the video feedback to meet your needs. You can limit responses to under a minute to capture feedback from more people, or you can increase each clip's length to get deeper responses.

Call your account manager or 800.609.6480 to learn more.

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