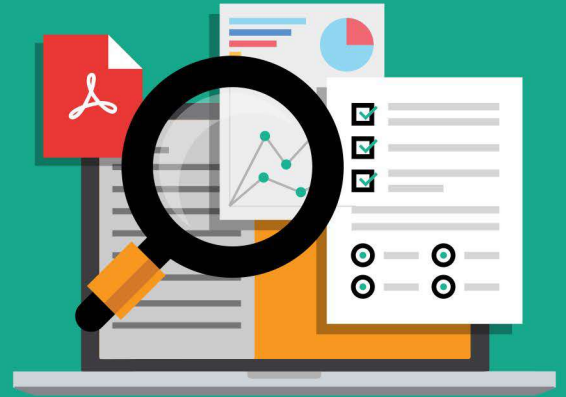


Using SurveyJS for a Seamless Digital Survey Experience



Abstract

Surveys are the best form of gathering mass insights. This whitepaper talks about how to leverage technology to create surveys digitally, why ISVs or SaaS companies should particularly be looking that way, what are the merits of incorporating surveys into a product, how SurveyJS can actually help build customizable surveys, and how Nitor as an experienced SurveyJS solution provider, can help an organization leverage the adaptability of SurveyJS and create their own digital surveys.

Importance of Surveys

Surveys are an integral part of a business. It helps in gathering and managing data channels and a huge bank of raw information, which is procured from an active source, later to be analyzed and organized in a productive way. A successfully conducted survey can provide insights one needs to drive the business, mostly in terms of lead generation or client redressal. A survey is a sure-shot way of channelizing information from various sources into a single database with preset questionnaires customized as per various categories.

Need for ISV/SaaS companies to incorporate surveys into their product

With ISV or SaaS companies particularly, surveys integrated into their product line can help generate immediate leads and provide useful information related to the customer behavior and his buying experience.

The client base always varies from industry to industry and to cater to its dynamic needs, SaaS/ISV companies need to be very upfront about their offerings and must know customer demand at face value. Digital Surveys can make that happen in a very simple and cost-effective way.

Surveys can provide ISVs and SaaS companies the opportunity to engage with businesses. The data collected from survey can be highly informative. They can use information to:

- Understand where the market is headed
- Plan new products
- Nurture respondents into sales prospects

Native vs third-party survey tools

A standard procedure followed by most platforms today is to have a built-in survey functionality, to help customer interactions. So, what works for native survey tools vs third party tools?

Native	Third Party tools
Simple to activate	An additional tool to manage
Cost effective since the user platform already exists and the survey can be integrated as a widget	Additional cost as the user needs to pay for integration and management
Lower response rates	Higher response rate
Integrates with only the helpdesk, and permits the users to access and update their information through a call-to-action medium. This helps the developer also to gain insights very easily.	Integrates with a variety of platforms e.g. emails, Slack etc.

Having only native or only third party survey tools, means an organization will have to bear the cons e.g. additional costs or lower response rates on their own.

Merits of surveys incorporated into products

- Deduce upfront the demand and accessibility to the users
- Become a fair medium of communication between a user and the service provider
- Make the feedback process more effective
- Increase utility and user-friendliness by assisting in research to explore other avenues
- Make the market outreach more dynamic and vivid with an immediate response system

Introduction to Survey JS

SurveyJS, as mentioned earlier, is that bridge between Native and third party survey tools.

A digital survey service enabling tool, SurveyJS provides fully customizable forms, surveys, and quizzes that can easily be integrated into any application. It helps in creating a complete survey service, by integrating already existing libraries.

Conducting a survey is a very basic task and almost every organization does so in its life-cycle. Sometimes these organizations develop their own proprietary technology and spend a huge fortune in developing a customized survey catering to their needs. As businesses can vary from industry to industry, so can be their survey needs and questionnaire formats. SurveyJS can help in mitigating these costs and provide an effective service tool for their endless survey needs through a single platform.

SurveyJS can be described through below-mentioned points:

- It facilitates an array of fully customizable surveys along with questionnaires, forms, and quizzes that can be integrated into a web application or portal.
- It can be displayed alongside the web content available on any web domain where it matches the web portal's design and structure.
- SurveyJS can be transformed according to the users' needs and the information collected through web applications can be stored on a personalized server.
- Even if any JavaScript widget from an external source is not integrated into the user's web application, SurveyJS is capable of extending its survey services to the user.

Functionalities in SurveyJS

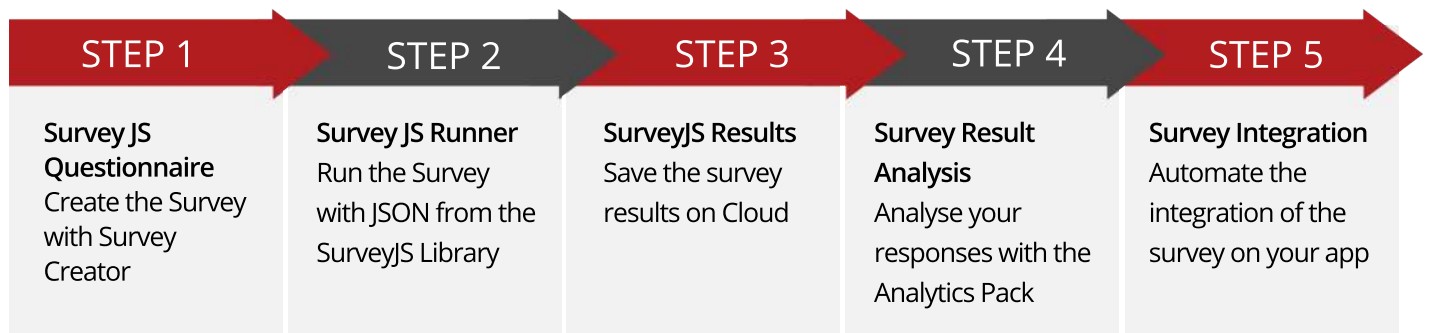
Modes of SurveyJS

- Run on Cloud:**
 It helps in creating an integrated questionnaire through a tool called online survey creator. All the information curated and collected in the form of search results can be stored in the cloud for free. The user can utilize the unlimited access to the storage and review the collected information to be analyzed and produce results in the most effective and efficient manner. Most importantly, the information results can be shared via a link to different users which is generated by software integrated through SurveyJS.
- Integrate with Web App:**
 SurveyJS's Survey Creator tool can be independently integrated into any web application or portal a user has. The survey created with this integrated tool can be executed using Survey Library. The user can reap the benefits of a completely executed survey in a matter of minutes. The Survey results can be saved as JSON files in a system or any application database. This makes SurveyJS a hassle-free survey service provider.
- Take advantage of a Hybrid Solution:**
 A survey can be created using an integrated online survey creator. Integrate the Survey library to run the surveys. Save the survey results as JSON into your application database, and generate custom analysis on top of the survey results.

Components of SurveyJS

As any survey service tool, SurveyJS can help add survey creators, embed surveys into any application, and implement data storage

How does it work?



The components

- SurveyJS Library**
 One of the core elements of SurveyJS, SurveyJS library renders the JSON templates in different surveys that are made available for display. To name a few advantages of the tool, it enables different JavaScript frameworks which include Angular, jQuery, Knockout, React, and Vue. These mentioned resources can be easily integrated into any of the web applications or portal employed by the user and the survey template also can be used that are designed for any of the survey creator pages. Building complicated surveys is an easy task with the SurveyJS library, as the surveys with a huge amount of questions require logic flow. It works as an open-source library.
- SurveyJS Creator**
 It is a tool enriched with features that help users in building a customized online visual survey creator dashboard and forms. Survey templates can be created as an open-source material available online. Various advantages of this tool can be described as, integrating customized widgets, accessing and editing previous surveys, customizing a theme for survey templates, and an opportunity to enable the creator with a commercial license for any of his web application.

SurveyJS Service:

This particular tool helps in storing and evaluating survey results. This can be implemented in a user's server or client applications by enabling public and private APIs. Survey definitions can be loaded and secured from this particular service. The surveyJS service includes:

- **Survey Ideator:** It permits users to install and modify a survey definition into their system. The user can then input add, edit, or delete clickables to make it more user-friendly. An editor panel can be later added by the user for streamlining the creator process while restructuring the survey.

- **Survey Execution:** By this function, the users can collect results seamlessly with a form runner widget. This widget is a part of the SurveyJS Library.

- **Result Analysis:** The users can access the results data and compute survey information utilizing an easy HTML table, JavaScript grid widgets, and dashboards.

- **System Integration:** The user can integrate their application with SurveyJS. They can also execute security function or change the default behavior of SurveyJS Creator, Library, and Analytics Pack.

PDF Export:

The users can create a PDF form based on a survey with a JSON definition and fill the required fields with the responses of the users. This particular function enables the creator to come up with interactive PDF survey forms and implement each and every SurveyJS questionnaire with independent results. The users are also made available the required commercial license for its operation.

Analytics Pack (BETA):

Basically, this tool helps the users in visualizing survey results in a more vivid way through charts and infographics to interpret data in a streamlined manner without any confusion.

Key advantages of SurveyJS

- Reduced survey creation time
- Better insights on consumers
- Easy access to multiple JavaScript frameworks (Angular, jQuery, Knockout, React, and Vue)
- Increased customization capabilities of questionnaires
- Streamlined survey creation through customizable pre-built UI themes
- Seamless JavaScript integration
- Organized survey flow through the use of logic flow

Nitor Perspective

Nitor's experienced team of developers have helped organizations build surveys natively using SurveyJS as a third party tool. A client can now run their surveys on their own domain with Nitor's expertise. The surveys can be customized to match the look and the feel of the client's application.

Providing a complete survey service – that is right from creating a survey to integrating it with your application on your own server, Nitor ensures that surveys work on your application without any need of relying on a service.

Nitor's 4 step process to successfully publishing a digital survey:

- **Create**
Custom create surveys to suit your business needs
- **Run**
Embed the survey using frameworks e.g. React, Angular 2+, jQuery, Knockout.js, and Vue.
- **Save**
Store the survey securely on the database
- **Integrate**
Ensure deep integration of the survey onto client website or application

Conclusion

SurveyJS can help organizations build their websites or applications with the help of a readymade library, write their own code, and store the survey on to their own database.

Creating your own digital surveys to gather accurate feedback from your target audience can go a long way in not just score your brand, but also understand industry trends, and turn your organization into a digital leader.