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IMPLEMENTATION GUIDE

How to Personalize Your ForeSee Survey Invitation

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SURVEY INVITATIONS FOR CX MEASUREMENT

Setting up the invitation to your CX Measurement surveys is easy. All you have to do is select an invitation template and provide us with your logo. For further personalization, you can configure the invitation with your brand colors, or also explore our other configuration options. Finally, we also support the creation of a completely custom invitation.

RECOMMENDED INVITATION TEMPLATE

Our recommended invitation templates are the result of years of experience in collecting consumer feedback across a variety of clients and industries. We have tested everything from the design to the invitation language, so that you can rest assured that there will be no issues on your site. In addition to providing a simple and delightful user experience, the templates also incorporate the latest best practices in web design. This means that we support all types of browsers/devices and also meet **508 COMPLIANCE** standards.
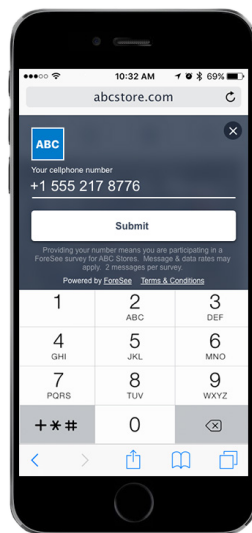
Below are screenshots of our recommended invitation templates. In order to get started with these templates, all we require is your logo image at a minimum resolution of 200 pixels x 200 pixels.
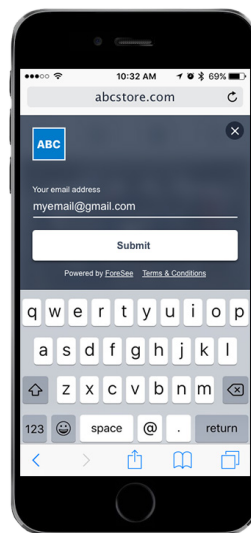
MOBILE INVITATION

On mobile devices, we offer a dark and light template. Here is the invitation flow on the dark template.
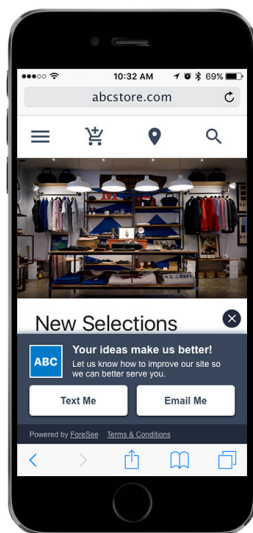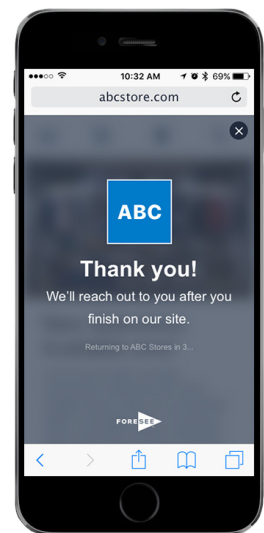

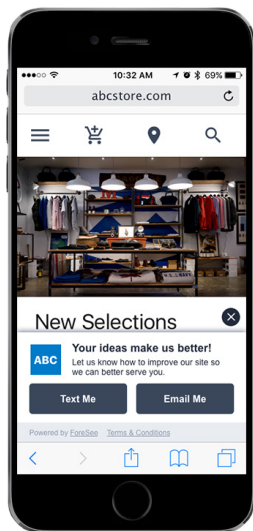*Invitation Screen*   *"Text Me" Screen*   *"Email Me" Screen*   *Thank You Screen*

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The light template has the same flow, but in this style:

DESKTOP INVITATION

Here is our template for the desktop:
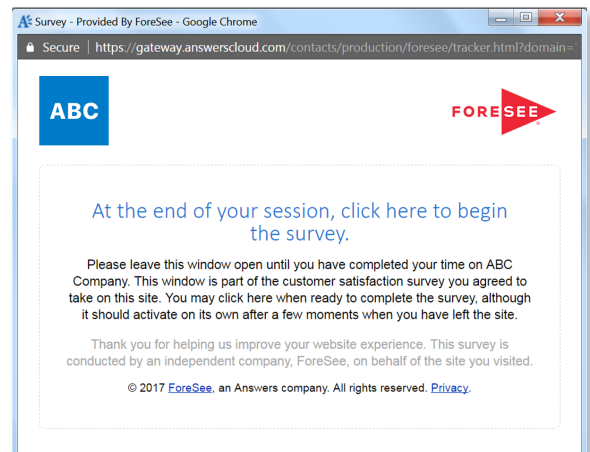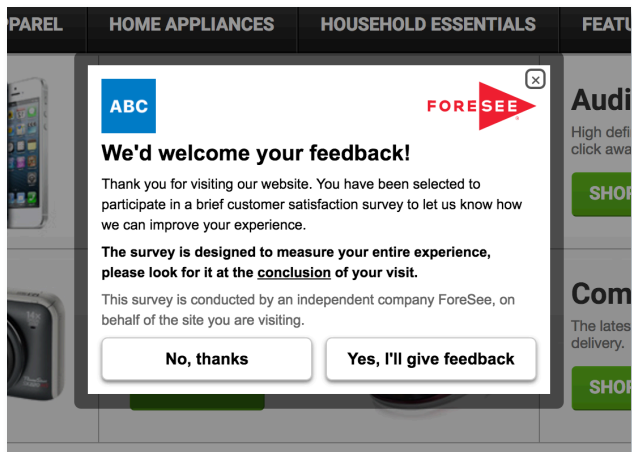
TEMPLATE CONFIGURATION OPTIONS

If desired, our standard invitation can easily be configured to better fit the look and feel of your brand. In addition to the logo, the text and font of the invite can be adjusted. For the mobile invite, all of the colors in the invite are configurable, including the background color, border color and text color. To configure the invitation to your specifications, simply provide the configuration details to ForeSee.

Here is a list of supported configuration options and values:

MOBILE INVITATION
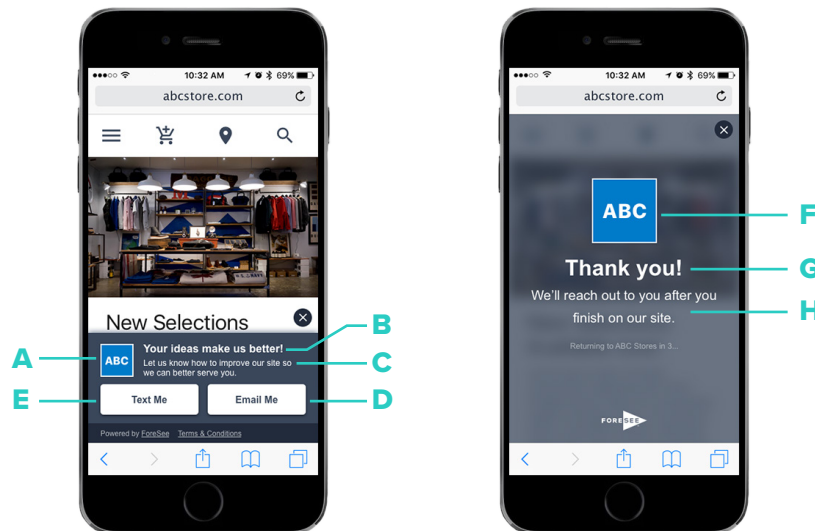
Logo (A, F)

▶ Shape: Roughly square (recommended)

▶ Minimum resolution of 200 pixels x 200 pixels

Text

▶ Font: All fonts in the **GOOGLE FONT LIBRARY** are supported

▶ Invite Headline text (**B**): Up to 30 characters

▶ Invite Main text (**C**): Up to 70 characters

▶ Button text: (**D** & **E**): Up to 14 characters on mobile

▶ Thank you page text:

> Headline (**G**): Up to 15 characters

> Main text (**H**): Up to 65 characters

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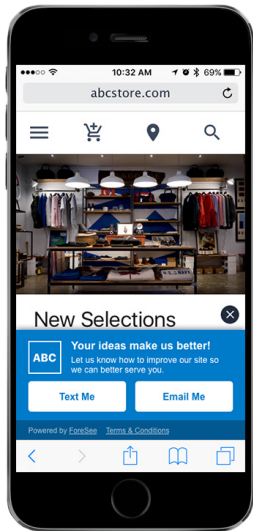
Colors

▶ Background color: All hexadecimal colors are supported (e.g., #RRGGBB)

▶ Border color: All hexadecimal colors are supported (e.g., #RRGGBB)

▶ Text color: All hexadecimal colors are supported (e.g., #RRGGBB)

▶ Button color: All hexadecimal colors are supported (e.g., #RRGGBB)

▶ X Button color: All hexadecimal colors are supported (e.g., #RRGGBB)

On the left is one example of an invitation you can create with our configuration options.

DESKTOP INVITATION

1 — ABC

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2 — **We'd welcome your feedback!**

3 — Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

4 — No, thanks   Yes, I'll give feedback — **5**

6 — ABC

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7 — At the end of your session, click here to begin the survey.

8 — Please leave this window open until you have completed your time on ABC Company. This window is part of the customer satisfaction survey you agreed to take on this site. You may click here when ready to complete the survey, although it should activate on its own after a few moments when you have left the site.

Thank you for helping us improve your website experience. This survey is conducted by an independent company, ForeSee, on behalf of the site you visited.

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Text

▶ Font: All of the fonts in the **GOOGLE FONT LIBRARY** are supported
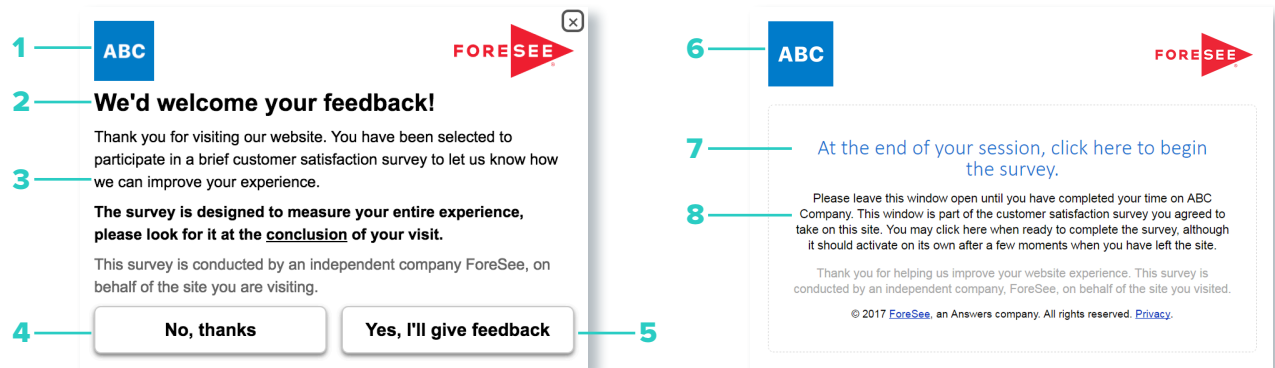
▶ Text color: All hexadecimal colors are supported (e.g., #RRGGBB)

▶ Logo (**1**, **6**):

> Shape: Roughly square (recommended)

> Minimum resolution of 200 pixels x 200 pixels

- ▶ Invite Headline text (**2**): Up to 40 characters

- ▶ Invite Main text (**3**): Up to 400 characters

- ▶ Button text: (**4** & **5**): Up to 25 characters

- ▶ Tracker window text:

    - > Headline (**7**): Up to 70 characters

    - > Main text (**8**): Up to 500 characters

CUSTOM INVITATIONS

Beyond our configuration options, we also support the creation of a fully custom invitation. Invitation designs which contain multiple brand images or additional design elements (such as a header or secondary border) typically require a custom invitation.

Using the JavaScript API, it's possible for your development team to create and deploy a totally custom invitation. To learn more about this option, please refer to the custom invitation instructions on the **DEVELOPER PORTAL**.

CONCLUSION

The invitation options available for CX Measurement allow you to easily deliver a successful survey invitation while meeting your brand requirements. Once your invitation is complete, you'll soon have access to key insights about your business.

To learn more about the ForeSee CX Suite, take a look at the other content on the ForeSee Developer Portal.

ABOUT FORESEE

ForeSee is the pioneering leader in Voice of Customer (VOC) solutions. Armed with the ForeSee CX Suite, more than 2,000 companies worldwide have transformed their VOC programs into a strategic and rigorous business discipline that delivers economic impact across all channels and touchpoints.

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