Export Conversational Survey activity results

Export activity data in a CSV file for analysis outside of the application, or to view the verbatim responses collected for each distribution.

> **Note:** You must be an Admin, Power User or Author to access conversational survey reporting.

1. From the **Conversations** list, click the activity name.
2. Click the **Report** tab.

   Result: The activity opens on the **Report** page and displays the **Overall Analysis** tab by default.
3. In the top right corner, click **Export Response Data**.

   > **Note:**
   > - Exported files respect the filter criteria applied to the report.
   > - To export data for a particular distribution, open the distribution on the **Distribution Insights** tab.

4. Follow your web browser's prompts to download and open the file.

The CSV file displays response data in three sections:

Table 1. Overall Analysis.

This section provides a summary of the distribution statistics for the activity.

Statistic	Description
Total Recipients	The number of recipients who received the conversational survey.
Total Starts	The number of recipients who started the activity.
Total Completes	The number of recipients who reached the end of the activity.
Total Unsubscribed	The number of times participants used the opt-out keywords **Stop** or **Unsubscribe** to opt out of the activity.
Total Timed Out	The number of times participants timed out of the activity. The default time out period is seven days.

Table 2. Response Breakdown.

This section provides a summary of responses for each activity question. The activity questions are listed in order. The name of the question is displayed in column B. The data displayed for each question depends on the question type.

Question Type	Description
Single Choice	- **Total # reponses** is the number of responses this question received

	across all distributions. • The question choices are displayed alongside the count and percentage of responses for each choice.

Numeric	• **Total # reponses** is the number of responses this question received across all distributions.
	• The **Mean** and **Median** response values are displayed.
	  • **Mean** is the value derived from adding all the values in a group of values, then dividing by the number of values in the group.
	  • **Median** is the value that occurs in the middle of a group of values, with half that group being larger than the median and half of that group being smaller than the median. If there is an even number of values in the group, the average of the two middle values is used as the median.
	• The numeric value provided by the recipient is available in the complete response data section of the CSV.

Open End	• **Total # reponses** is the number of responses this question received across all distributions. • The text of the open end responses is available in the complete response data section of the CSV.

Table 3. Response Data.

This section provides a detailed breakdown of recipient responses to each question.

Statistic	Description
Recipient Name	The name of the recipient from whom the response was collected. If no recipient name was provided in the **Name** field on the **Distribute** page, the cell is shown blank.
Distribution Name	The name of the distribution the activity was sent in.
Phone Number	The phone number the activity was sent to.
Question	The question from the activity that the participant was asked.
Reply	The participant's response to the question, including responses to the opt-in question, single choice, numeric, and open end questions. If the participant used an opt-out keyword, the column shows 0.
Replied At	The date and time the participant responded to the question.
Distribution Type	The method used to distribute the activity. For Conversational Surveys, the value is sms.

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