

# Signal capturing

*Signal capturing* tools facilitate building an email-survey feedback collection from end-to-end. They orchestrate the creation and branding of surveys and emails (if applicable) to measure interactions or events, and allow for visualizing the results to gain deeper insights of the collected responses.

- **Ad Hoc surveys** — Previously known as *Ad Hoc programs*. Solicit some particular feedback about a predefined event and audience by using a single survey, anonymous link, email, and design. They are casual, general-purpose, usually time-bound and low foresight.
- **Experience programs** — Systematically collect feedback to embed customer and employee experience across the entire organization. They can include multiple surveys, emails, designs, exports, and reports to measure different interactions.
- **Ask Now** — Temporary questions to existing surveys, which are displayed together on a new page of an existing survey, to get rapid feedback about new ideas.

The following table outlines the most relevant differences between Ad Hoc surveys and Experience programs:

	Ad Hoc surveys	Experience programs	Ask Now
<b>Frequency</b>	Point-in-time. Usually transient and aimed at a single interaction.	On-going. Usually business-critical, aiming at specific outcomes.	On-going or point-in-time, aiming at obtaining rapid feedback on a very particular topic.

	Ad Hoc surveys	Experience programs	Ask Now
<b>Complexity</b>	Low. It does not require association to units and the organizational hierarchy.	Medium. Multi-channel and multi-brand feedback capturing. Requires high degree of planning and leverages role-based Reports and Org management.	Low, but requires association to units.
<b>Data ingestion</b>	Manual file upload and mapping to fields. Import history available for tracking purposes.	Use of importers to bring data in using different methods.	No data ingestion; questions are tied to a parent survey.
<b>Data containment</b>	Data is siloed to each Ad Hoc survey results. It can be explicitly included in reports outside Ad Hoc surveys results.	Data can be used in different reports, across several programs.	Data is siloed to each Ask Now results. It can be explicitly included in reports outside Ask Now results.

	Ad Hoc surveys	Experience programs	Ask Now
<b>Shared assets</b>	Single survey, anonymous link, Invitation and Reminder email. Only one design or variation can be used. These assets belong to each Ad Hoc survey.	Multiple surveys (both personalized or anonymous), survey emails, and design creation. These assets can be shared across other Experience programs.	Questions may be part of multiple surveys as long as they support the Ask Now page.
<b>Reports</b>	Out-of-the-box report with different visualizations. Ad Hoc survey results can be viewed and shared with non-admin users.	Multiple reports creation and management, including Text Analytics.	Out-of-the-box report with different visualizations.

**Restriction:** Ad Hoc surveys and Experience programs only support email-to-web surveying; Medallia for Digital and Medallia Conversations are not supported.

## Accessing Signal capturing

To use Experience programs, roles need one or more of the **Experience programs** permissions under the [Feedback](#) section listed in [Administrative permissions](#), as well as:

- *Edit surveys, Edit Survey emails, and Edit designs* under the [Feedback](#) section.
- *Manage Data exports and Manage Bulk Imports* under the [Integrations](#) section.

- *Manage Reports and Controls* under the [Reports and Preferences](#) section.
- *Manage all Fields* under the [Fields](#) section.
- *Manage Survey translations* and *Manage Email translations* under the [Translations](#) section.

To use Ad Hoc surveys, roles need one or more of the **Ad Hoc surveys** permissions under the [Feedback](#) section listed in [Administrative permissions](#).

To use Ask Now, roles need one or more of the permissions under the [Ask Now](#) section listed in [Administrative permissions](#).

For more information, see:

- [Roles](#).
- [Users](#).

**Tip:** Depending on your needs, you might find useful assigning the following [Administrative permissions](#):

- Manage Organization: Manage Units.
- Translations: Manage Translations.

To access Experience programs, Ad Hoc surveys, or Ask Now, select either of them under the **Signal capture** section.

