



Custom Metrics

User Story

As a user I should be able to create metrics based on custom formulae using data collected per transaction, so that I can use them in further analysis.

Solution

We will provide the user the option to create custom metrics using Javascript. These metrics will be saved on each response.

Screens

Create Metric

Customer Experience | NewFBSSys > Templates

Survey Deploy **Analytics** Action Admin

Dashboard Custom Metrics Analysis Text Analysis Manage Data

Custom Metrics ?

[Create New Metric](#)

Click to create new metric

Create a metric using custom formulae which will be saved for each collected response

Create Metric

The screenshot shows a web application interface for creating a custom metric. At the top, there is a navigation bar with a search icon, a dropdown menu for 'Customer Experience', and a breadcrumb trail for 'NewFBSys > Templates'. Below this is a secondary navigation bar with tabs for 'Survey', 'Deploy', 'Analytics', 'Action', and 'Admin'. A third navigation bar contains icons and labels for 'Dashboard', 'Custom Metrics', 'Analysis', 'Text Analysis', and 'Manage Data'. The main content area is titled 'Custom Metrics' with a help icon. It features a text input field labeled 'Enter Metric Name' and a blue 'Create New Metric' button. A blue callout box with the text 'Give a name for the metric' has an arrow pointing to the input field. Below the input field, there is a small line of text: 'Create a metric using custom formulae which will be saved for each collected response'.

Customer Experience ▾ NewFBSys > Templates

Survey Deploy **Analytics** Action Admin

Dashboard Custom Metrics Analysis Text Analysis Manage Data

Custom Metrics ?

Give a name for the metric

Enter Metric Name **Create New Metric**

Create a metric using custom formulae which will be saved for each collected response

Create Metric

The screenshot shows a web application interface for creating a custom metric. At the top, there is a navigation bar with 'Customer Experience' and 'NewFBSys > Templates'. Below this is a secondary navigation bar with tabs for 'Survey', 'Deploy', 'Analytics', 'Action', and 'Admin'. Under the 'Analytics' tab, there are icons for 'Dashboard', 'Custom Metrics', 'Analysis', 'Text Analysis', and 'Manage Data'. The main content area is titled 'Custom Metrics' with a help icon. A blue box with the text 'Give a name for the metric' has an arrow pointing to a text input field containing 'Mean CSAT'. To the right of the input field is a blue button labeled 'Create New Metric'. Below the input field, there is a small text instruction: 'Create a metric using custom formulae which will be saved for each collected response'.

Customer Experience | NewFBSys > Templates

Survey | Deploy | **Analytics** | Action | Admin

Dashboard | Custom Metrics | Analysis | Text Analysis | Manage Data

Custom Metrics ?

Give a name for the metric

Mean CSAT **Create New Metric**

Create a metric using custom formulae which will be saved for each collected response

Edit Metric

Customer Experience | NewFBSSys | Templates

Survey Deploy Analytics Action Admin

Dashboard Custom Metrics Analysis Text Analysis Manage Data

Mean CSAT
cm1

Metric
Average

Field
Now, thinking more about your overall experience with the credit union, how likely are you to recommend us to family & friends?

Select Survey

Select Survey

Select Metric Type

Select filed:

1. Question
2. Custom Variables
3. Other Custom Metrics

Switch between editor and JS.

Can't be changed once metric is created

Cancel Save

Metric Types

Average

Display the average of the collected responses.

Min

Display the minimum value response. This will always be the lowest point on your scale if you have a Multiple Choice question, whereas a question where respondents can enter values in will be less predictable.

Max

Display the maximum value response. This will always be the highest point on your scale if you have a Multiple Choice question, whereas a question where respondents can enter values in will be less predictable.

Net Promoter Score

This is a calculation of the Net Promoter Score. Although you can technically select this metric for other question types, this metric is best for when your survey actually contains an NPS® question.

Response Count

The number of people who responded to a question.

Choice Count

The number of times each choice was selected by respondents.

Sum

The total sum of all the respondents' answers to the questions added together.

CSAT Score

Edit Metric

Customer Experience | NewFBSys > Templates

Survey | Deploy | **Analytics** | Action | Admin

Dashboard | Custom Metrics | Analysis | Text Analysis | Manage Data

Mean CSAT

mcsat

Code for custom metric

Select Survey

CSAT Survey

```
1 function calculateCustomMetric_1(response){
2   return 0;
4 }
5
6
7
8
9
10
11
12
13
```

Cancel Save

Edit Metric

Customer Experience | NewFBSystems > Templates

Survey | Deploy | **Analytics** | Action | Admin

Dashboard | Custom Metrics | Analysis | Text Analysis | Manage Data

Mean CSAT

mcsat

Code for custom metric

Select Survey

CSAT Survey

```
1 function calculateCustomMetric_1(response){
2   return 0;
3
4 }
5
6
7
8
9
10
11
12
13
```

Response will be available in JS

Cancel Save

Response Schema (ignore)

```
{
  "$schema": "http://json-schema.org/draft-04/schema#",
  "type": "object",
  "properties": {
    "response": {
      "type": "object",
      "properties": {
        "responseID": {
          "type": "integer"
        },
        "surveyID": {
          "type": "integer"
        },
        "surveyName": {
          "type": "string"
        },
        "ipAddress": {
          "type": "string"
        },
        "timestamp": {
          "type": "string"
        },
        "location": {
          "type": "object",
          "properties": {
            "country": {
              "type": "null"
            },
            "region": {
              "type": "string"
            },
            "latitude": {
              "type": "number"
            },
            "longitude": {
              "type": "number"
            },
            "radius": {
              "type": "number"
            },
            "countryCode": {
              "type": "string"
            }
          },
          "required": [
            "country",
            "region",
            "latitude",
            "longitude",
            "radius",
            "countryCode"
          ]
        },
        "duplicate": {
          "type": "boolean"
        },
        "timeTaken": {
          "type": "integer"
        },
        "responseStatus": {
          "type": "string"
        },
        "externalReference": {
          "type": "string"
        },
        "customVariables": {
          "type": "object",
          "properties": {
            "custom1": {
              "type": "null"
            },
            "custom2": {
              "type": "null"
            },
            "custom3": {
              "type": "null"
            },
            "custom4": {
              "type": "null"
            }
          }
        }
      }
    }
  }
}
```

List of Metrics



Customer Experience ▾ NewFB Sys > Templates

Survey Deploy **Analytics** Action Admin

Dashboard Custom Metrics Analysis Text Analysis Manage Data

Custom Metrics ?

Create New Metric

#	Name	Code	Survey	
1	Mean CSAT	mcsat	CSAT Survey	 Edit  Delete
2	KPI	kpi	KPI Survey	
3	Mean NPS	mnpes	NPS Survey	

Metrics in response

Response Viewer 

Display Questions



Settings



Metrics will be available in responses

<input type="checkbox"/>	Response ID ▾	Status	Timestamp (mm/dd/yyyy) ⌵	Time Taken (Seconds) ⌵	Respondent Email	Email List	External Reference	Department	Team	mcsat	mnps
1	<input type="checkbox"/> 54265394	Completed	01/27/2021 19:35:38	120			test_response			80.2	92.7
2	<input type="checkbox"/> 54265395	Completed	01/27/2021 19:35:38	120			test_response			78.5	89.6
3	<input type="checkbox"/> 54265396	Completed	01/27/2021 19:35:38	120			test_response				

Thank you!

#ft-cx-custom-metric

