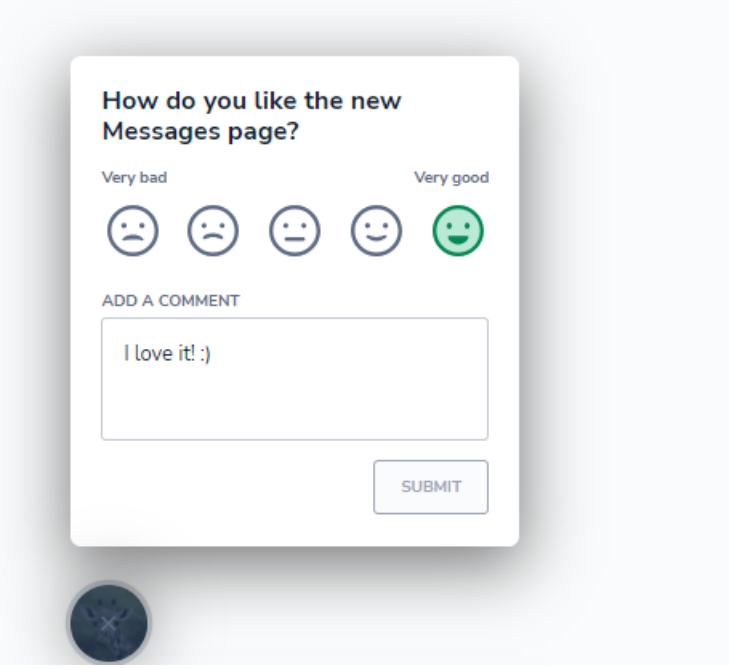
Create and activate Surveys

Last Modified on 23.10.2026

About Surveys

Understanding how well users adopt your application is at the core of Userlane's mission, and the ability to measure user satisfaction plays a key role in this.

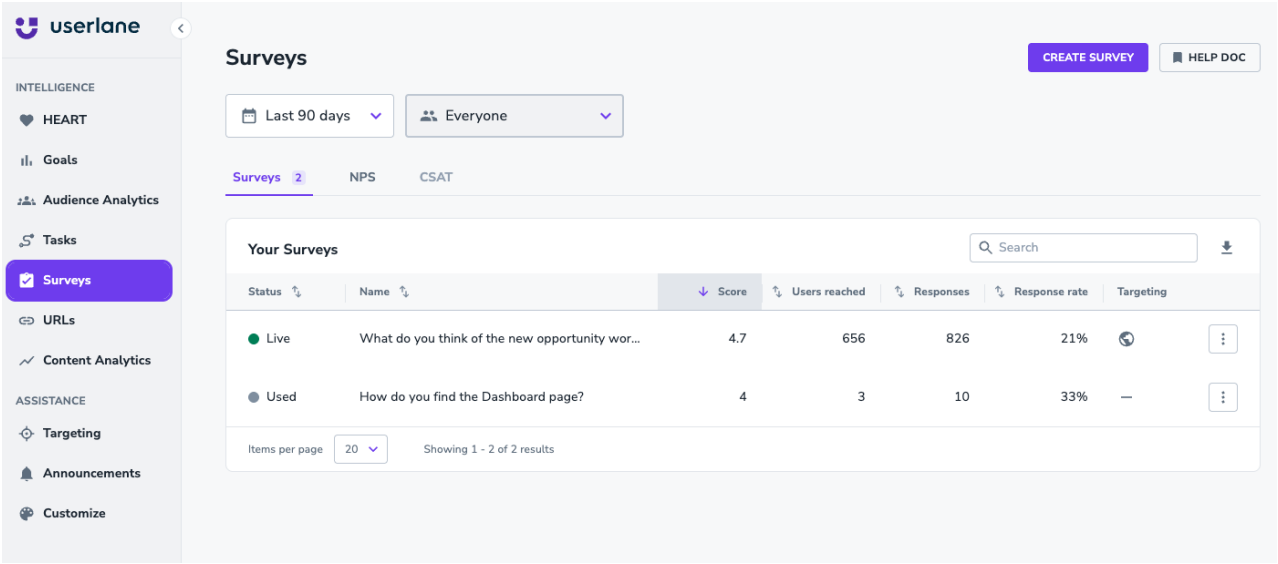
This tool allows you to ask any question and publish multiple surveys simultaneously across different pages and user segments within your application.



With the emoji-based scale, survey participants can easily provide feedback by selecting one of 5 emojis representing different sentiments. The leftmost emoji corresponds to the lowest rating, and the rightmost to the highest. This user-friendly, easy to use system allows for quick responses, encouraging engagement and a high participation rate.

Setup

To create a new Survey for your app, go to the Surveys menu in the Portal and click on 'Create survey'.

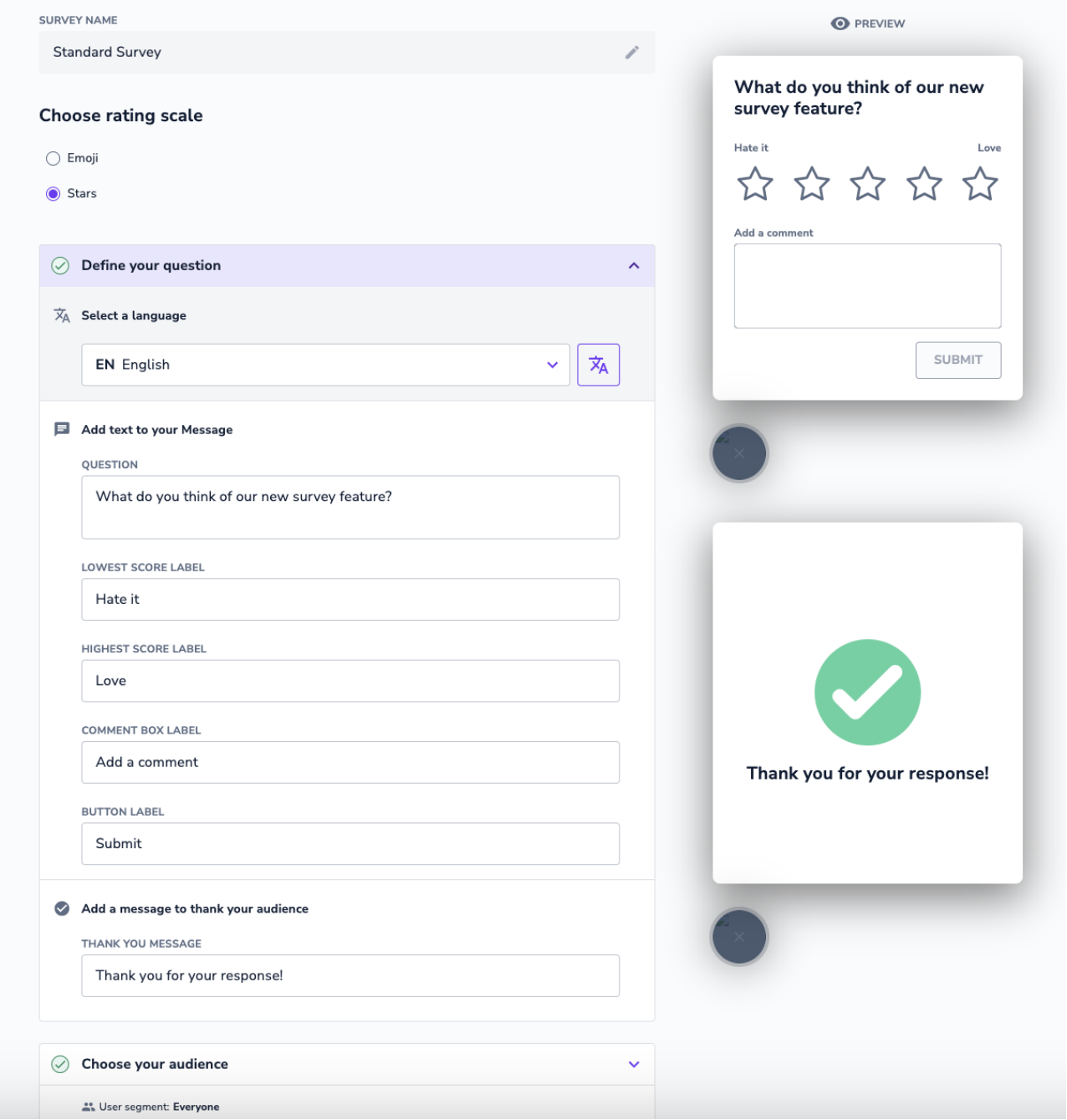


First, you can decide between an Emoji and Star rating scale, depending on your needs.

Then enter your question and the score labels, as well as the ‘Thank you’ message for your users.

You can translate the Survey into other languages by switching the Language.

You can decide who should participate in the Survey by setting up a dedicated Audience. If you want to display it on specific pages only, select a Page Rule. You can also specify the activation date of the Survey and how often you want to send reminders to users who haven't responded to it yet.



Remind Users & Repeat Surveys

In the 'Schedule your survey' section you can choose to remind users who have not yet responded to the survey with a certain frequency. By default, users will be reminded about Surveys every 3 days.

You can also schedule Surveys to repeat at certain intervals. This is a great way to automatically collect responses on the same questions over time and check for similarities and differences. By default Surveys are not set to repeat but you can select a repeat frequency from the dropdown.



Customer satisfaction (CSAT) surveys

CSAT surveys measure how satisfied end users are with the application. Userlane creates and sends them automatically once per quarter, so there is nothing to set up in the portal. CSAT results feed the Happiness dimension of HEART.

How CSAT differs from other surveys

Unlike standard surveys and Net Promoter Score (NPS) surveys, CSAT cannot be created, edited, or scheduled in the portal. The rating scale is fixed at 1 to 5.

Like other surveys, CSAT appears to end users through the Userlane Assistant. It shows as an automatic prompt when a user loads a page. If the user has not responded yet, it stays in the Assistant's Messages tab.

When CSAT and NPS overlap

CSAT and NPS can run on the same application without conflict. If a user has a pending prompt for both, the CSAT survey appears first. The NPS survey appears once the user answers or dismisses CSAT.

Reading CSAT results

CSAT has its own analytics tab, which shows:

- **CSAT score:** the percentage of responses rated 4 or 5
- **Response count:** the total number of responses
- **Trend:** how the score changes over time

Use the date filter to narrow results to a specific period. Use the audience filter to compare satisfaction between user groups, such as teams, roles, or sites.