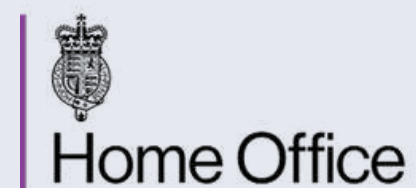




Unify feedback & **scale insights** across your organisation

Public Sector Core

Trusted by 300+ public sector organisations



Llywodraeth Cymru
Welsh Government



Why customers choose us

Multi-award winning survey software:



Launch enterprise feedback programmes effortlessly

Create surveys across multiple channels in just minutes with AI analysis and insight-rich dashboards to help you make sense of the data. Integrations connect feedback across your tech stack, creating one source of truth for smarter decisions.



AI and data governance

SmartSurvey runs exclusively on servers in your country. Faster procurement, instant legal approval, zero data transfer agreements. Full AI capabilities for regulated industries without compliance headaches.



Risk-free for even the most regulated organisations

Enterprise-grade security (ISO27001, Cyber Essentials Plus, 98/100 Security Scorecard) means even the most regulated companies can deploy SmartSurvey without risk. Banking, healthcare, government - all covered.



AI ROI tracking built-in

Track exactly how much time and money SmartSurvey's AI saves your team. Hours not spent reading comments × hourly rates = concrete ROI numbers for you to present back to the C-suite. Making budget conversations simple and easy.

Table of Contents

Click any product area to jump straight to that section.

01 Question Types

02 Logic

03 Survey Design & AI Translations

04 Survey & Response Management

05 Analytics & Reporting

06 Team Management

07 Security

08 Accessibility

09 Integrations & Developer Tools

10 Support

Q3

How satisfied are you with your recent journey?

- ☐ 1 - Very dissatisfied
- ☐ 2 - Dissatisfied
- ☒ 3 - Neither
- ☐ 4 - Satisfied
- ☐ 5 - Very satisfied

4. Please rank these factors in order of importance

1	Price and fare transparency
2	Estimated arrival time accuracy
3	Driver safety rating

How satisfied are you with the overall experience?



Next page

01 Question Types

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Basic question types

At a Glance: Multiple Choice | Ranking | Likert Scales | Matrix Tables | Textboxes | Date/Time | Drop-down Matrixes | Comment Boxes | Descriptive Text

Ask the right question, get the answer you need. Choose multiple choice when you need clear options. Use ranking to discover what matters most. Deploy open-text when you want the full story in your respondent's own words.

Every question type is built to work on any device. No broken layouts. No confused respondents. Just clean data that helps you make decisions faster.

Q3

How satisfied are you with your recent journey?

☐ 1 - Very dissatisfied
 ☐ 2 - Dissatisfied
 ☒ 3 - Neither
 ☐ 4 - Satisfied
 ☐ 5 - Very satisfied

Why did you give us this score?

The driver's car was quite run down however the driver managed to get me to my destination faster than my estimated time of arrival.

4. Please rank these factors in order of importance

1 Price and fare transparency

2 Estimated arrival time accuracy

3 Driver safety rating

5. When was your last ride?

-/-/-

Next

2. Which car do you tend to book on our app?

☐ Standard
 ☒ XL
 ☐ Premium
 ☒ Premium XL

Question Customisation

At a Glance: Piping | Answer Validation | Carry Forward Responses | Show/Hide Logic | Randomisation | Page & Question Auto-Numbering

With SmartSurvey's advanced customisation options, you can tailor every question to fit the needs of your respondents.

Use dynamic show/hide logic, enforce required answers, validate responses, and randomise answer choices to ensure data accuracy and prevent response bias. These powerful tools help you collect more reliable insights while making the experience effortless for your audience.

Adding Questions

EditOptions

Question

Enter Question Text

Question Type

Multiple Choice (Only One Answer) ▼

Display Format

Radio Buttons (1 Column) ▼

Answer Template

Select Type ▼

Scale

Scale ▼

Answer Choices

Enter Answer Choice

+

-

👁

Enter Answer Choice

+

-

👁

Enter Answer Choice

+

-

👁

Add/Edit in Bulk

Insert Heading

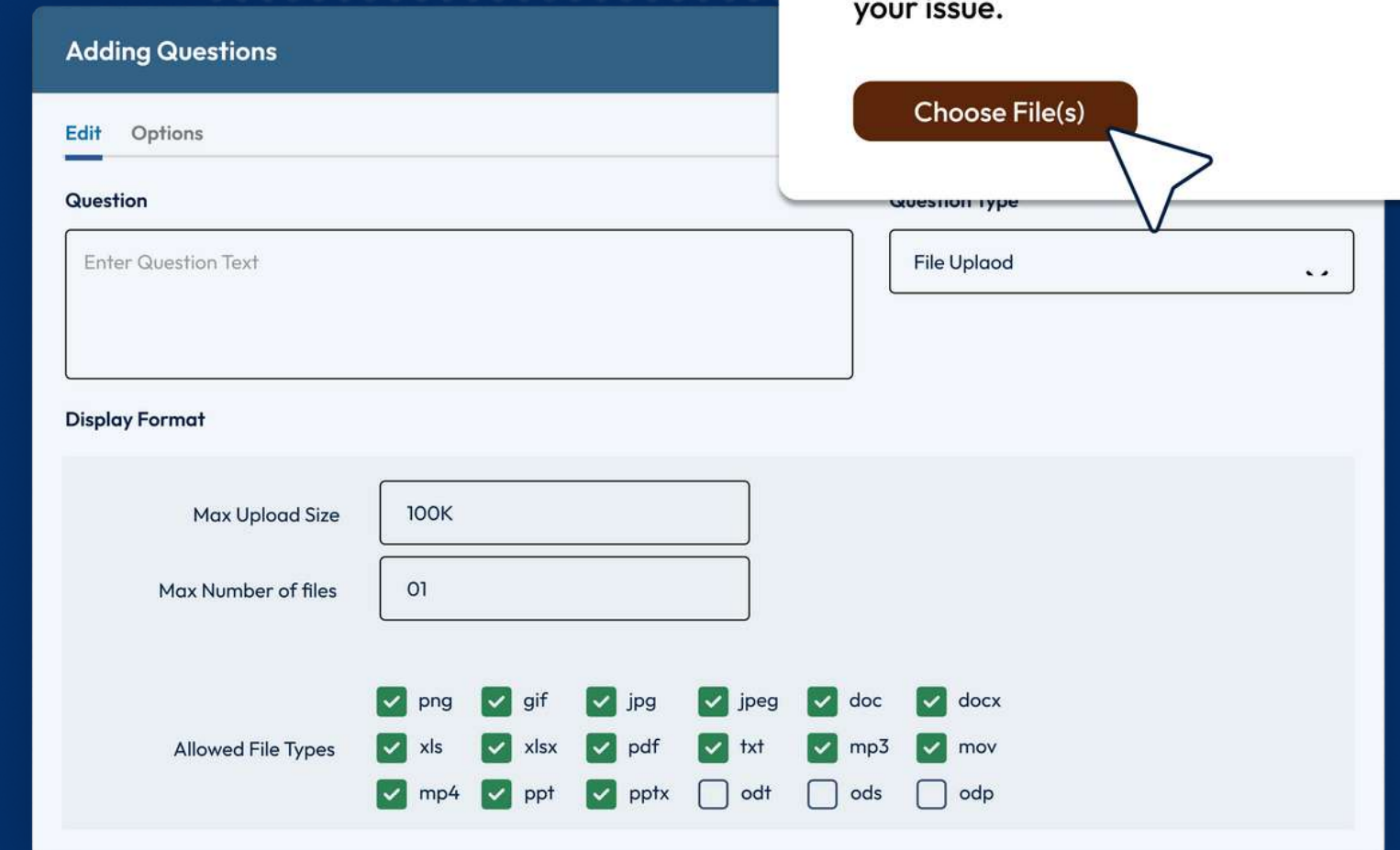
File Upload

At a Glance: Secure Uploads | Controlled File Types | Size Limits | Minimum/Maximum File Requirements

Sometimes, a written response isn't enough.

SmartSurvey allows respondents to securely upload documents, images, or files as part of their survey response.

Whether you need signed agreements, ID verification, customer-submitted photos, or research files, this feature ensures complete, contextual feedback - captured securely, in one place.



The screenshot shows the 'Adding Questions' interface in SmartSurvey. The 'Question' type is set to 'File Upload'. The 'Display Format' section shows the following configuration:

- Max Upload Size: 100K
- Max Number of files: 01
- Allowed File Types:

☒ png	☒ gif	☒ jpg	☒ jpeg	☒ doc	☒ docx
☒ xls	☒ xlsx	☒ pdf	☒ txt	☒ mp3	☒ mov
☒ mp4	☒ ppt	☒ pptx	☐ odt	☐ ods	☐ odp

A callout box points to the 'Choose File(s)' button, stating: 'Please upload your Nexa receipt and any other details which may help us resolve your issue.'

Rich Media

At a Glance: Embedded Videos | Image Uploads |
Audio Integration | Branded Content

SmartSurvey lets you embed videos, images, and audio directly into your questions, making surveys more engaging and easier to understand.

Use visuals to illustrate concepts, provide training content, or maintain brand consistency. The more engaging your survey, the better your response rates.

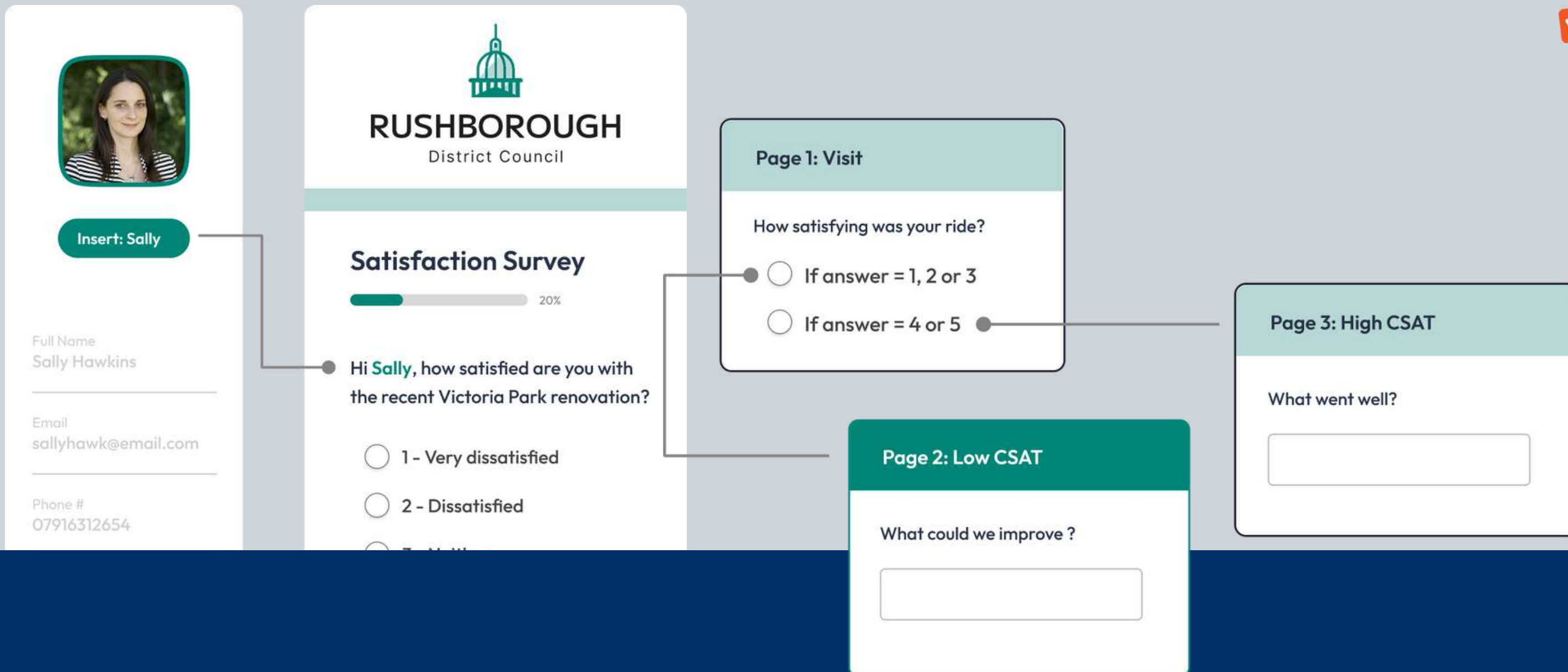


We're committed to making travel across our borough safer, more comfortable, and more reliable for all residents.

Your feedback directly shapes the improvements we make to local transport services. In this short video, you'll see some of the exciting developments we're currently piloting, including new safety measures and enhanced support for our community transport drivers.

After watching, we'd welcome your thoughts on what matters most to you when travelling in Rushborough.





02 Logic

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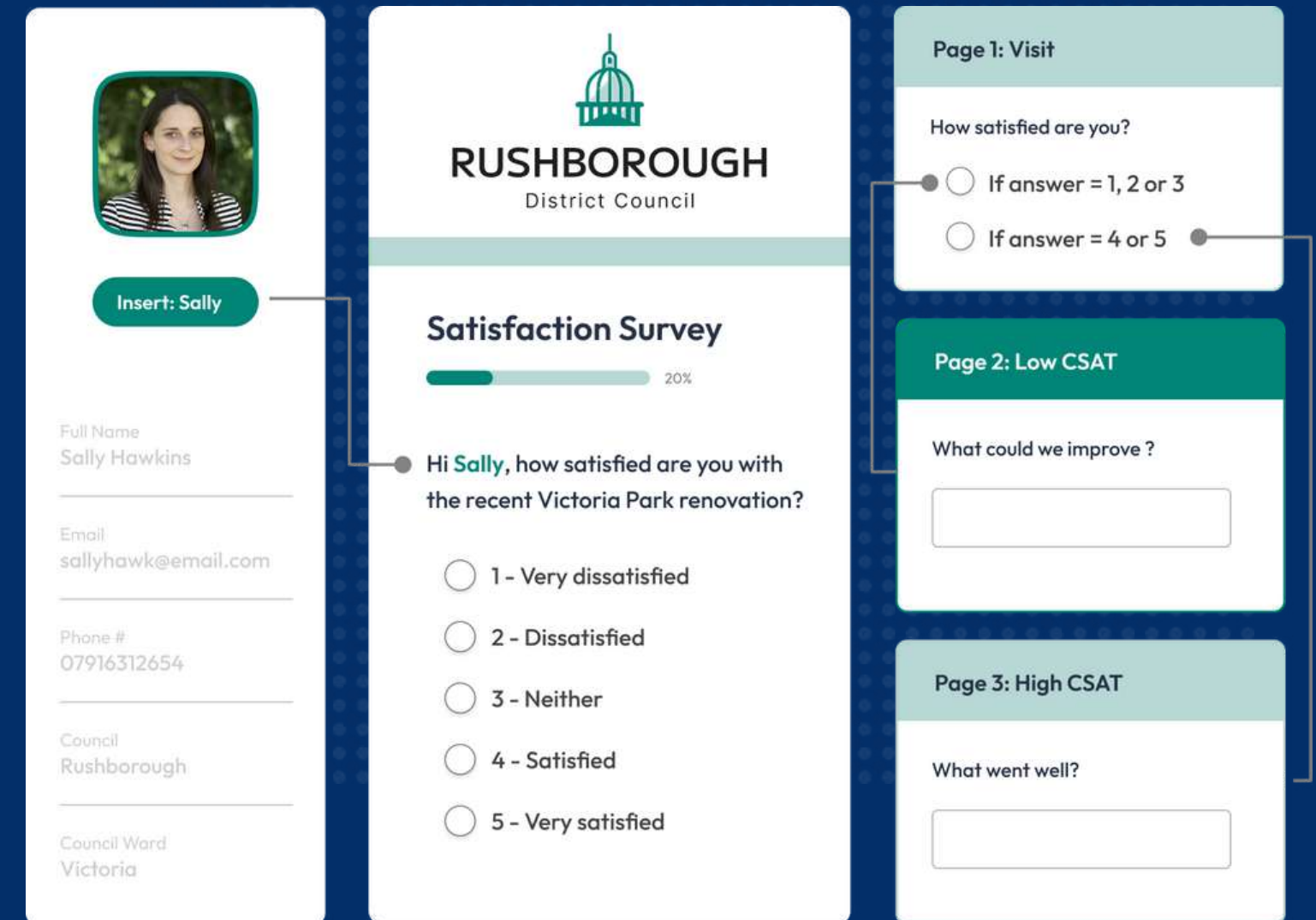
Survey Logic

At a Glance: Skip Logic | Piping | Page Logic | Carry Forward Responses | Custom Variables | Terminal Pages | Display Logic

Show people only what matters to them. When someone says they don't use your mobile app, they skip those 15 app questions entirely. Smart routing creates shorter, more relevant surveys that people actually complete — with better quality responses.

Display Logic gives you three levels of control: show entire pages only when relevant (remote work questions only for remote workers), reveal questions based on previous answers right there on the same page, or filter answer choices so respondents only see options that make sense for them.

Create surveys that feels personal to every respondent. Cleaner data. Higher completion rates.



Case Study Spotlight

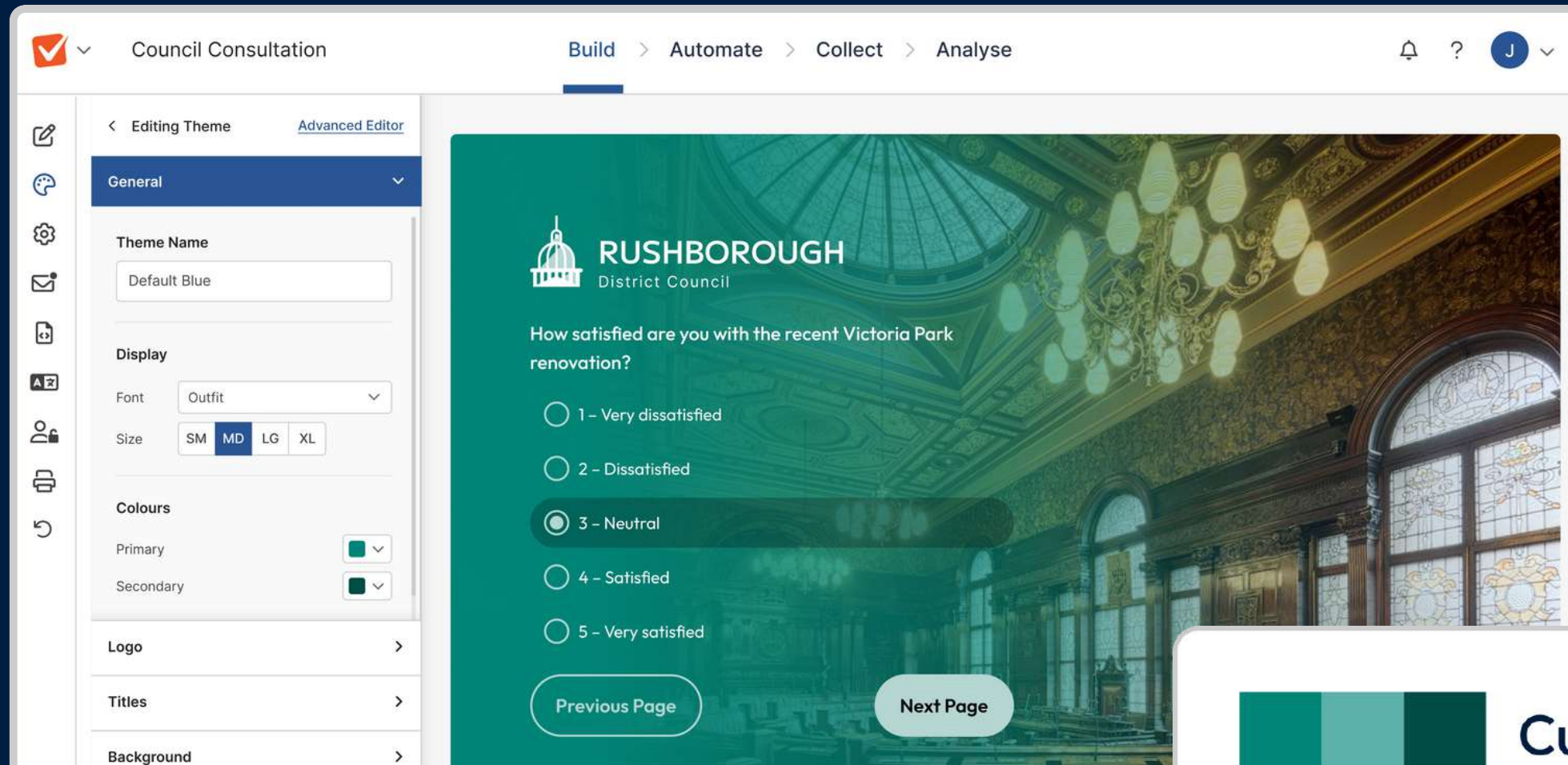
Home Office creates engaging employee surveys and boosts completion rates with skip logic and piping

SmartSurvey provided the Home Office with an enterprise survey platform that replaced their custom-built solution, enabling teams to create dynamic, personalised surveys in minutes rather than hours.

With over 35,000 employees and use cases ranging from pulse surveys to post-pandemic feedback collection, the organisation now captures richer insights that directly inform Executive Committee decisions.

“SmartSurvey’s functionality and features have enabled us to create really engaging surveys.”
– David Cooke, Head of Corporate Internal Communications

[Read the full Case Study >](#)



03 Survey Design & AI Translations

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Randomisation

At a Glance: Randomise Answer Choices | Randomise Questions | Randomise Pages

Prevent order bias and ensure more authentic responses by randomising answer choices, question sequences, and even page order.

This approach is particularly valuable for research-based surveys, where reducing unintended influence leads to more accurate, unbiased insights.

Randomise Answers

Each time the page is loaded, the answer options will be displayed in a randomly assigned order.

Question

Answer option 3

Answer option 1

Answer option 2

Case Study Spotlight

Parkinson's UK boosts engagement and strengthens trust with branded surveys

SmartSurvey provided Parkinson's UK with a branded template that helped to increase awareness of the charities brand identity, which in turn improved the engagement rate of people completing surveys.

As the surveys are fully mobile responsive, Parkinson's UK are able to deliver surveys across a variety of platforms. Respondents are able to interact with the branded surveys on mobile, tablet or desktop and responses can be reviewed immediately in real-time.

[Read the full Case Study >](#)



04 Contact & Survey Management

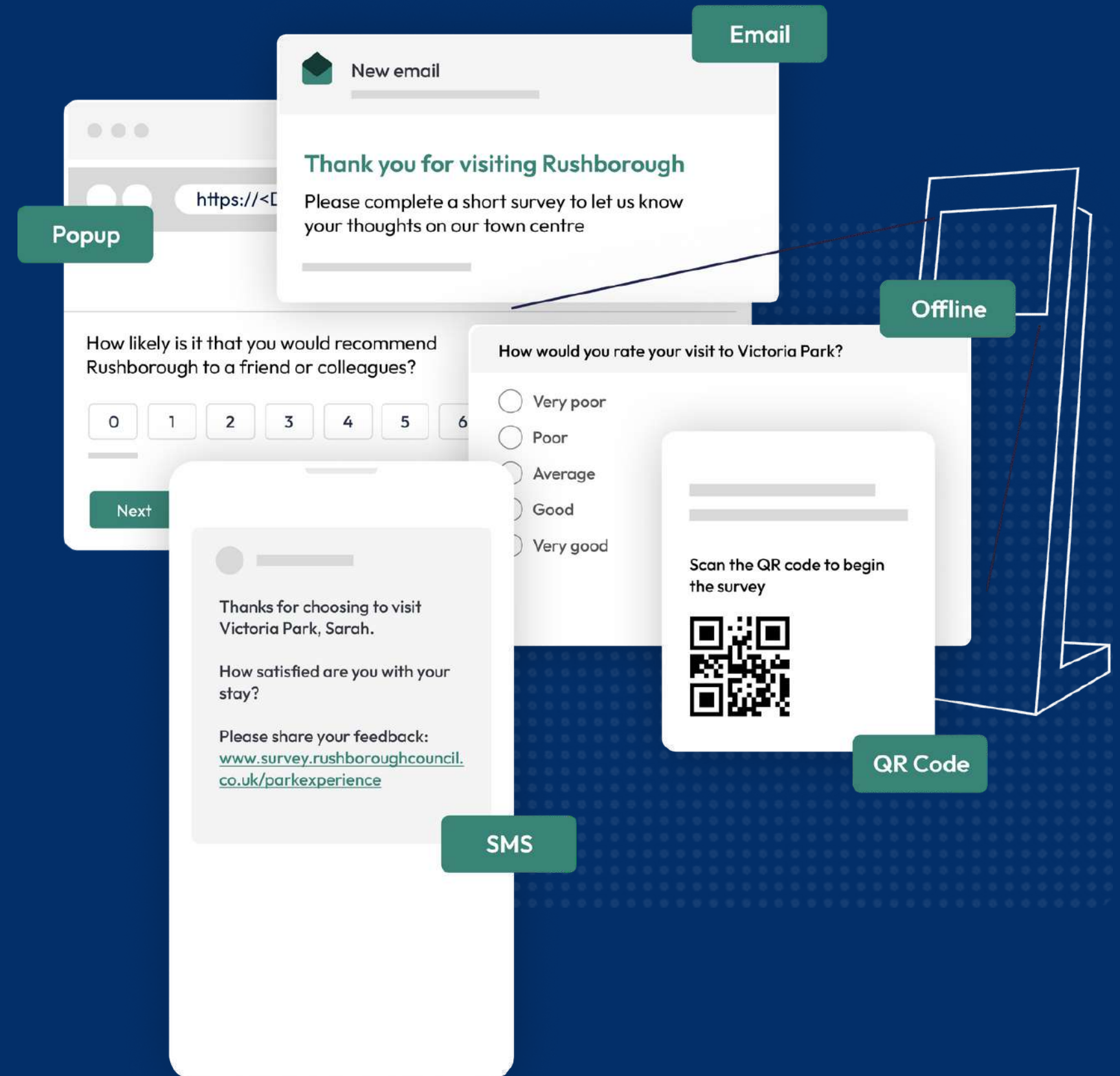
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Multi-Channel Survey Distribution

At a Glance: QR Code | Unique URL | Popups | Web Embed

Reach people through your most effective channels. Send survey links via email to engage with citizens right in their inbox. Website pop-ups for in-the-moment feedback. QR code links for physical locations.

Every survey automatically adapts to work perfectly on each platform and device. Track exactly which channels deliver the best response rates so you can double down on what actually works.



Contact & Response Management

At a Glance: Address Book | Live Response Tracking | Edit & Export Responses | Set Response Limits | Anonymous Surveys

Keeping your survey responses organised is just as important as collecting them. SmartSurvey provides real-time monitoring and response tracking, allowing you to edit, export, and manage incoming data effectively. Set response limits, enforce anonymity when needed, and use automated notifications to keep track of submissions.

Whether it's a customer satisfaction survey, employee engagement pulse check, or regulatory compliance questionnaire, SmartSurvey's response management tools ensure that your data stays clean, actionable, and easy to manage.

648 responses

Filter

Female responses only

Response ID	Status	Tracking Link Name
177691536	Not completed	Email
177691535	Completed	SMS
177691534	Completed	SMS
177691533	Partial	Default Web Link
177691532	Completed	Email

ID 17769135

Quick view

Open responses

Export responses

Edit responses

Delete responses

Unique Tracking Links

With unique tracking links, you can send one survey and track across multiple channels. Create unique tracking links for email, SMS, QR codes, social, and much more so you can see exactly which channels are performing best.

Tracking links form the core of all the ways to get traffic into your surveys. Every survey can have unlimited numbers of tracking links and each link can be customised with its own theme, quota, default translation, closing date, redirects, and more.

RUSHBOROUGH
District Council

How would you rate your visit to Victoria Park?

☐

Very dissatisfied

☐

Dissatisfied

☐

Neutral

☐

Satisfied

☒

Very satisfied

Submit

Unique Tracking Links

Status	Name	Type	Responses
☒	Website Banner	Web Link	641
☒	Cafe visitor	QR Code	235
☒	Membership Scan	Email	180
☐	Receipt	QR Code	26

Case Study Spotlight

How Oxleas NHS Trust uses multichannel distribution to achieve 600% response rate growth

For feedback that actually gets collected, SmartSurvey's multichannel distribution reaches people where they are, when it matters most. Oxleas NHS Trust automated email and SMS surveys triggered by patient discharge events, capturing feedback at the point of experience when memories are fresh and engagement is highest.

By replacing manual processes with smart automation across multiple touchpoints, they transformed response rates from 2% to 14%—proving that timing and channel strategy can make the difference between ignored surveys and actionable insights.

[Read the full Case Study >](#)



05 Analytics & Reporting

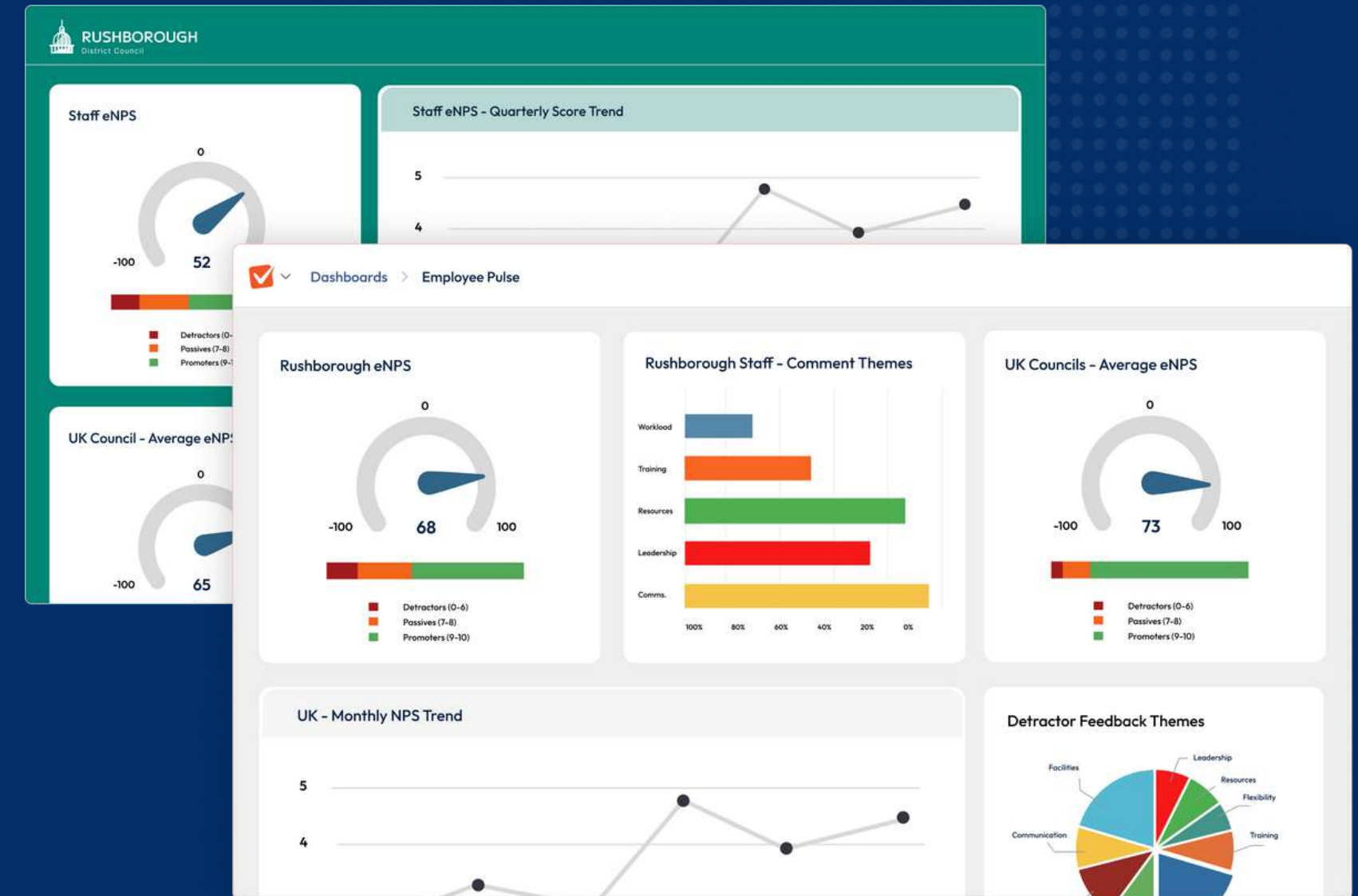
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Dashboards

At a Glance: Multi-Survey Views | Custom Filtering | Charts and Dashboards | Trend Analysis | Role-Based Access | AI Insights

Stop hunting through separate reports to understand what's happening. Dashboards combine data from every survey into one live view that updates as responses arrive.

See problems the moment they emerge, not weeks later in quarterly reports. Filter by department, location, or time period to spot exactly where issues concentrate. Share the same dashboard with frontline teams and executives, but each sees the specific metrics that matter for their decisions.



Case Study Spotlight

National Healthcare Regulator **boosts learner satisfaction** using data-rich dashboards

By implementing SmartSurvey's tailored feedback solution, the National Healthcare Regulator streamlined data collection from 240,000 professionals, aligning results with 49 education standards.

Real-time dashboards uncovered actionable insights for their team, leading to measurable improvements: learner satisfaction rose from 84.19% to 85.30%, supervision quality from 87.48% to 88.13%, and induction ratings from 83.12% to 85.15%.

These insights now drive targeted interventions, enhancing education quality nationwide.

[Read the full Case Study >](#)

Results Charts

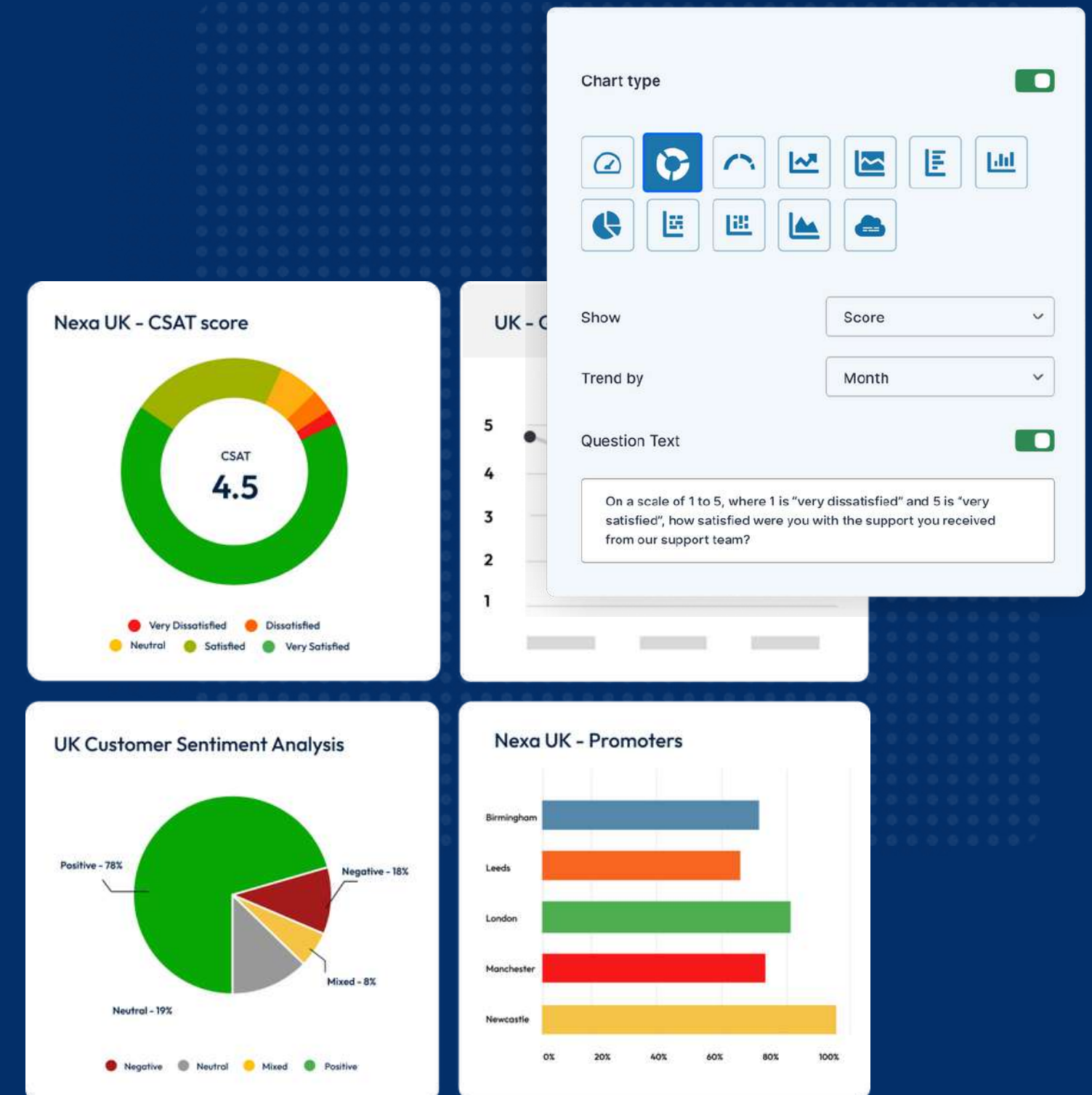
At a Glance: Chart Types | Custom Labels |
Trend Analysis | Multi-Source Chart Tiles

Make your data visually compelling with custom charts and interactive data visualisation tools. Whether you need bar charts, trend lines, comparative graphs, or pie charts, SmartSurvey ensures that your insights are presented in an intuitive, easy-to-digest format.

Combine NPS, CSAT or CES scores from multiple surveys into a single chart that calculates your total automatically. No more exporting data and building reports elsewhere to see your complete picture.

Set custom chart labels that make sense to your team. View trends by day when launching new features, by month for regular reporting, or by quarter for board presentations.

Present data the way your team thinks. Your charts will adapt to match how each audience prefers to consume insights with Saved Views.

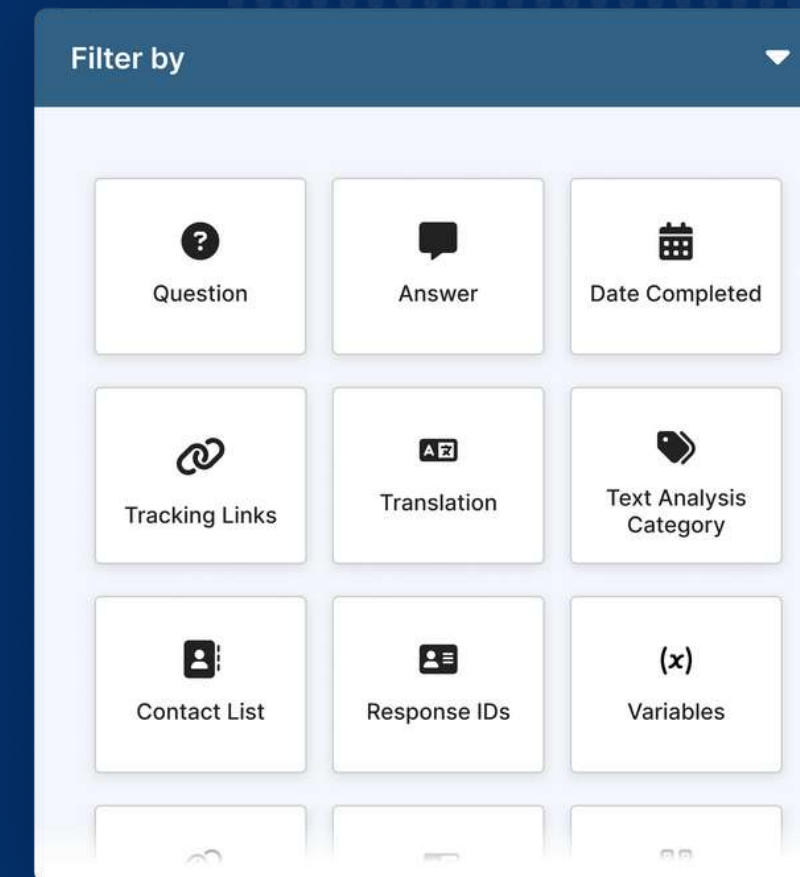


Advanced Filtering

At a Glance: Filtering | Data Segmentation | Cross-Tabulation | Custom Reports

For deeper analysis, SmartSurvey offers powerful response segmentation tools. Apply filters based on demographics, survey paths, or behavioural trends to isolate key insights.

With advanced cross-tabulation, you can compare data points side by side to uncover patterns and trends—enabling more data-driven decision-making.



Did you recommend us to others?				
Did you find what you looking for today?		Yes		No
		Yes	No	Row Totals
Yes	Yes	204 60.4%	103 60.4%	307 61.4%
	No	134 39.4%	61 39.4%	195 38.4%
Column Total		338 67.2%	162 67.2%	502 67.2%

Export Data

At a Glance: XLSX | CSV | SPSS | PDF | Automated Data Exports

You can export the data of any survey to a wide range of industry standard formats. Export individual responses as PDF or Word. Export bulk responses to Excel, CSV, TSV, SPSS. Export Summary Data to Excel or Word, or export crosstabs.

Scheduled data exports automates a repetitive, manual task, ensuring stakeholders receive timely, consistent, and accurate data without extra effort. This allows for proactive decision-making, improved data management, and faster insights across your organisation.

Export Settings

Type:



Raw Response Data

Export raw data in CSV, XLSX, SAV or TSV format

Format:



CSV



XLSX



SPSS



TSV

Email/Schedule

Send export by email:

☒

Schedule export:

☐



06 Team Management

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Multi-User Management

At a Glance: User Roles | Permission-Based Access | Audit Logs

Every department becomes a strategic sensor. Marketing spots trend shifts before competitors notice. Sales identifies objection patterns across regions. Product catches feature gaps that engineering missed.

Control who sees what intelligence when. Grant research teams deep analysis access while giving executives summary dashboards. Trace every insight back to its source with complete audit trails.

Your entire organisation operates with unified feedback intelligence by transforming scattered feedback into a coordinated competitive advantage.



Case Study Spotlight

Department for Education streamlines research and strengthens data security with centralised user management

SmartSurvey provided the Department for Education with an enterprise-wide survey platform that replaced fragmented tools across the organisation, giving them full visibility of research activities while ensuring data privacy compliance.

With 200 user licences and a network of internal 'SmartSurvey Champions', the department now has a streamlined, secure and cost-effective solution. All data is encrypted and stored on UK servers, with ISO 27001 certification providing the assurance needed for government data collection.

[Read the full Case Study >](#)

Resource Libraries

At a Glance: Question Library | Theme Library |
File Library | Shared Survey Templates

Managing multiple surveys across different teams requires efficiency and control. SmartSurvey's administration tools allow you to search, categorise, and organise surveys with ease.

Whether you're handling ongoing customer research, employee feedback, or compliance reporting, you can store surveys in dedicated folders, duplicate existing surveys, and maintain version control.

With role-based permissions, you can ensure the right people have access to the right surveys. Simplifying collaboration while keeping data secure.





07 Security

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Secure and compliant

At a Glance: GDPR Compliance | ISO 27001 |
Cyber Essentials Plus | HIPAA | G-Cloud Supplier

We understand that your data is valuable and must be kept safe at all costs. That's why we prioritise security at every level of our platform.

Our commitment to security isn't just something you can take on trust, we've made sure that we've achieved the key certifications for data security, ISO 27001 and Cyber Essentials Plus. We are regularly re-certified to ensure that we continue to meet the requirements of those rigorous standards.



Sovereign AI Model

While other platforms make you choose between being able to use AI tools and data sovereignty, SmartSurvey gives you both.

Our UK-based AI processing means you get instant insights from your feedback without your data ever crossing borders.

This means that even the most regulated organisations can have AI that works completely within their compliance rules.



Case Study Spotlight

How a top NHS children's hospital uses **enterprise security** to enable sensitive research.

For organizations handling sensitive data, SmartSurvey's enterprise-grade security transforms what's possible while reducing costs. This leading children's hospital consolidated multiple feedback tools onto SmartSurvey's secure platform, achieving 75% cost savings through trust-wide licensing instead of fragmented per-user solutions.

With ISO27001 certification, UK-based data storage, and comprehensive compliance frameworks, they now confidently conduct sensitive trust-wide projects that were previously impossible due to security concerns—proving that the right security foundation unlocks both capability and savings.

[Read the full Case Study >](#)



08 Accessibility

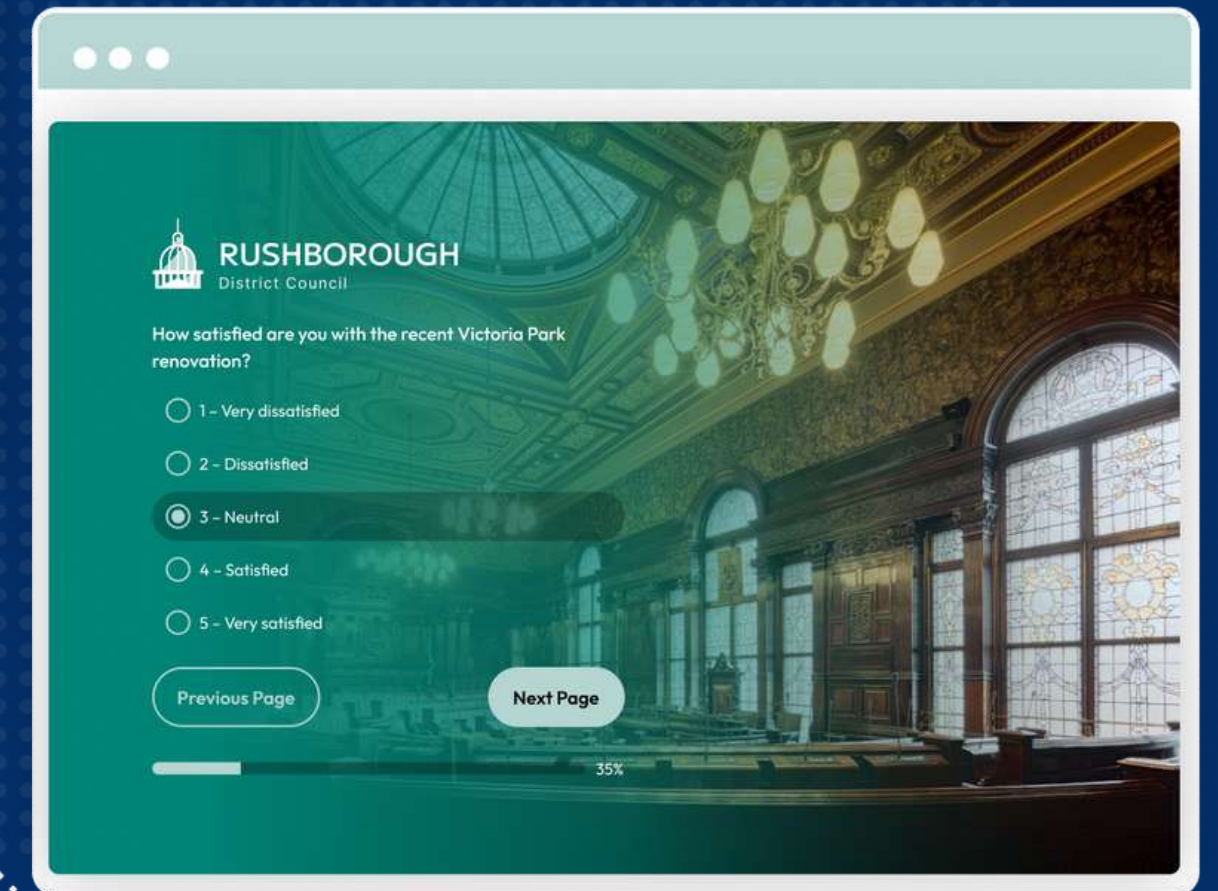
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Responsive Surveys

At a Glance: Mobile-First Surveys | Tablet-Optimised Surveys | Cross-Platform Compatibility

Your respondents should be able to complete surveys effortlessly—regardless of device, browser, or location.

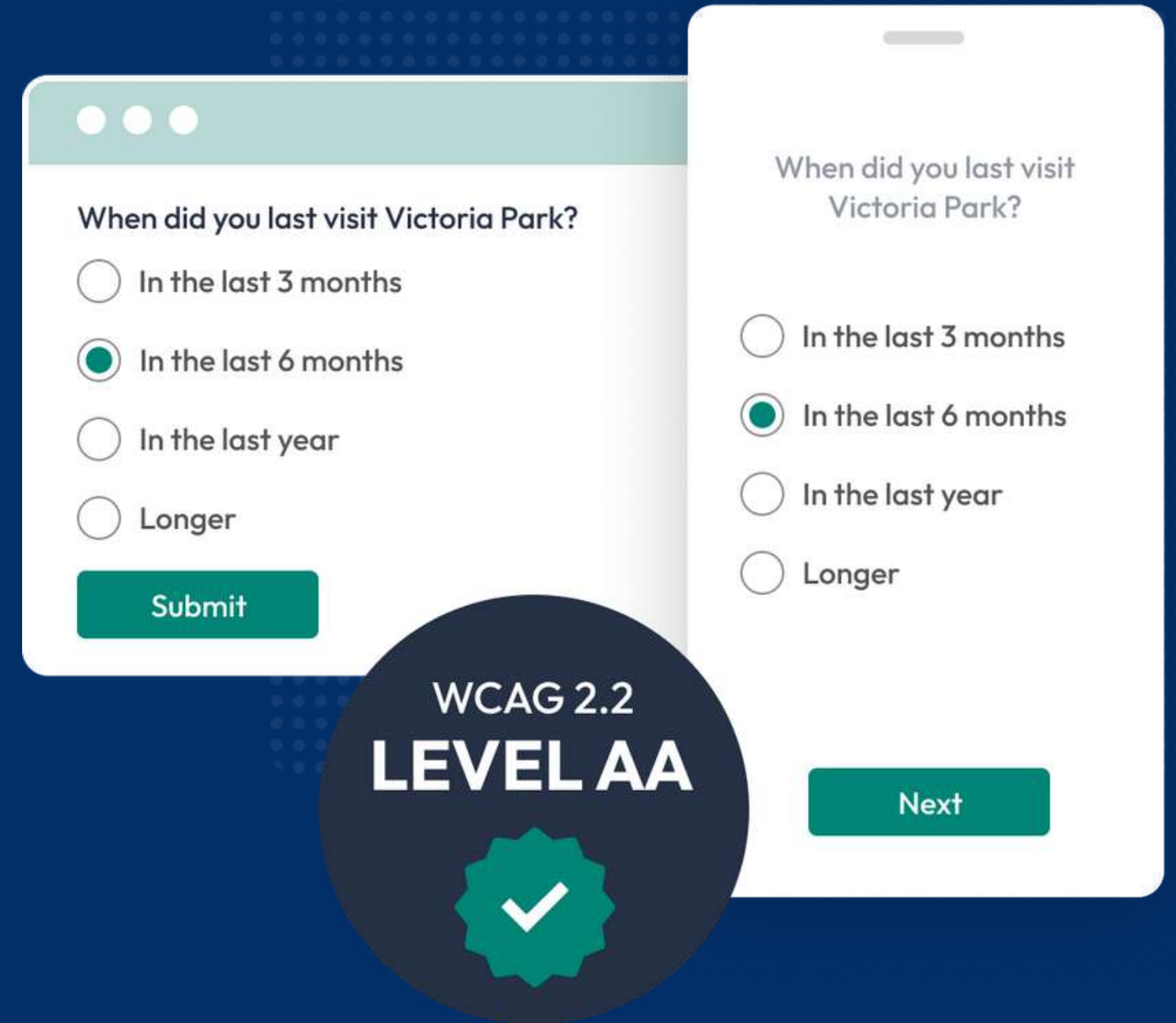
SmartSurvey's responsive design ensures surveys display optimally across desktops, tablets, and mobile devices, providing a seamless experience no matter how users access them.



WCAG 2.2 Compliant

Ensuring your surveys are fully accessible is critical, no matter what sector you operate in. It's why we're committed to helping you make accessible surveys, so that everyone that wants to respond can do so.

With our accessible survey themes, we give you what you need to make surveys that meet the highest current standards for accessibility. Add alt text to images, and create surveys that can be navigated without mouse and keyboard.



The illustration shows two survey forms side-by-side, one for a desktop browser and one for a mobile phone. Both forms ask the question "When did you last visit Victoria Park?" and have four radio button options: "In the last 3 months", "In the last 6 months" (which is selected), "In the last year", and "Longer". The desktop form has a "Submit" button, and the mobile form has a "Next" button. A dark blue circular badge with a green checkmark and the text "WCAG 2.2 LEVEL AA" is overlaid on the bottom right of the forms.

When did you last visit Victoria Park?

☐ In the last 3 months

☒ In the last 6 months

☐ In the last year

☐ Longer

Submit

When did you last visit Victoria Park?

☐ In the last 3 months

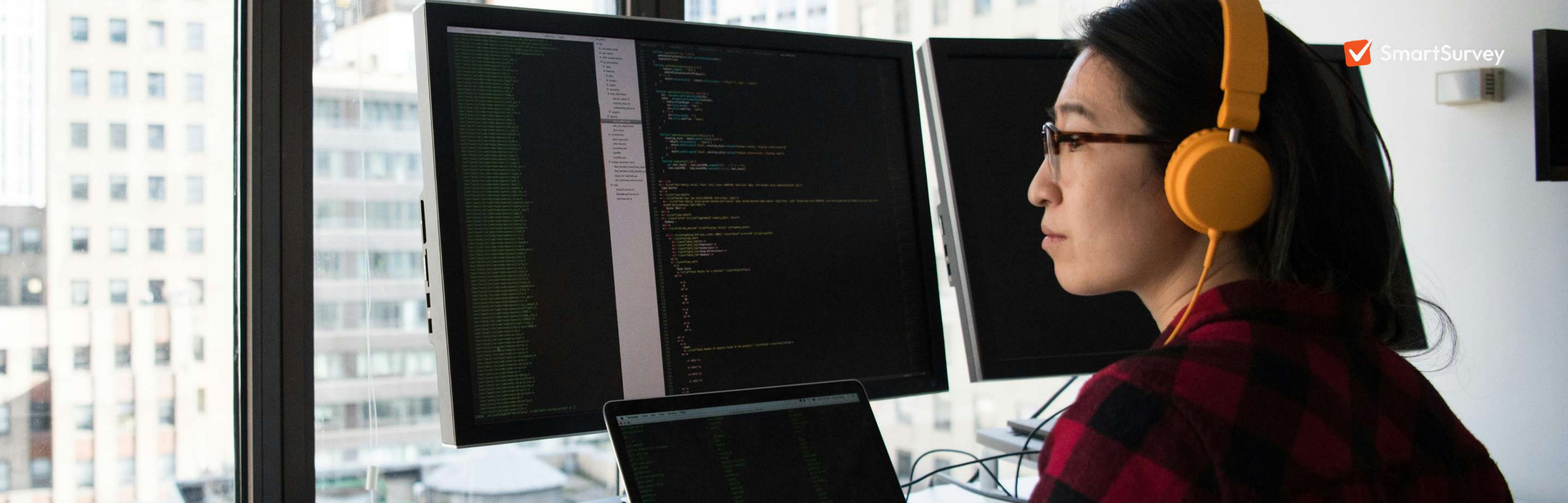
☒ In the last 6 months

☐ In the last year

☐ Longer

Next

WCAG 2.2
LEVEL AA



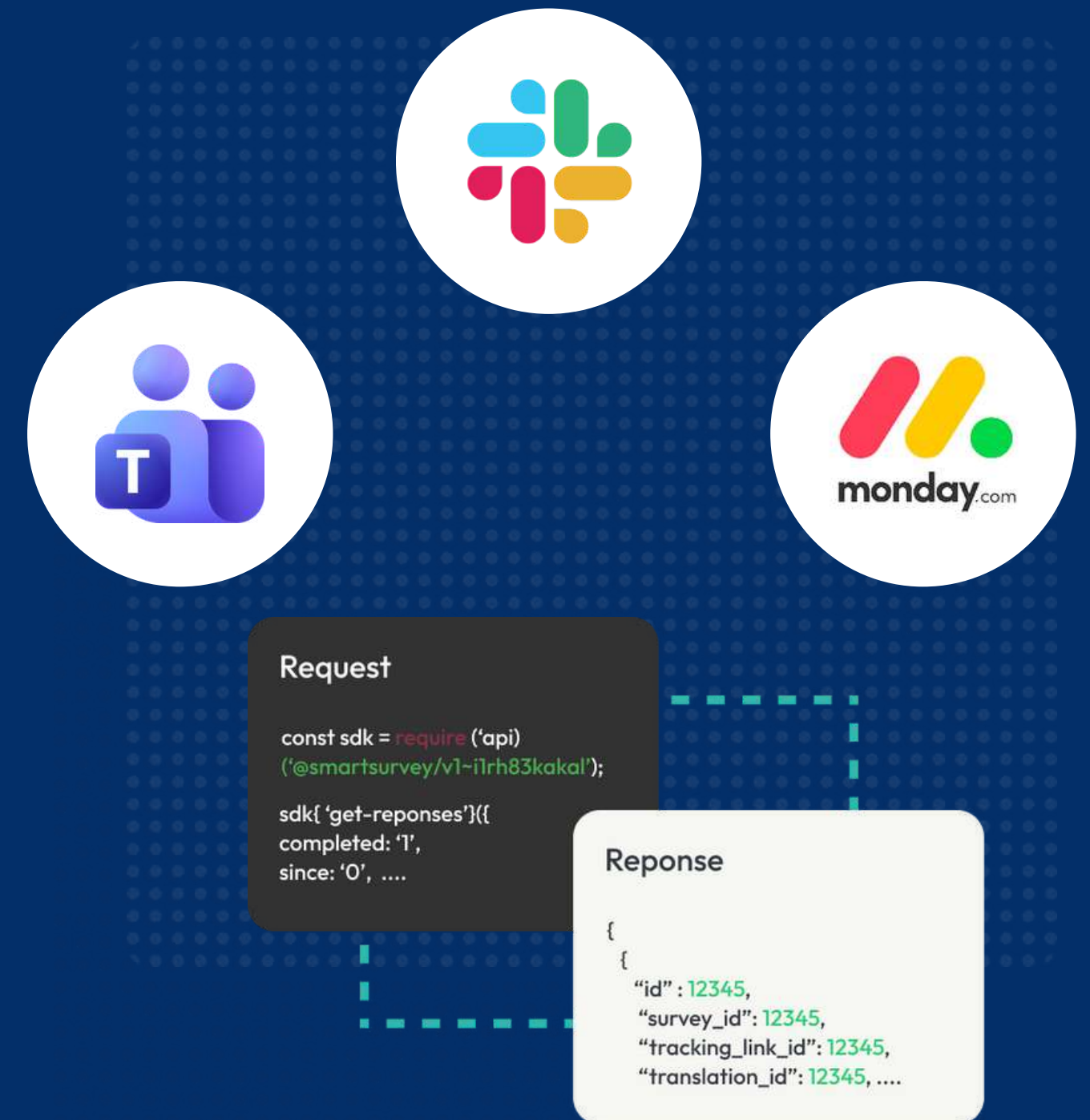
09 Integrations & Developer Tools

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Developer Tools and Integrations

At a Glance: API Access | Webhooks | Monday.com | Microsoft Teams | Slack | Many, many more

SmartSurvey's API and webhooks enable seamless automation and integrations. Connect your survey data directly to internal databases, CRM systems, or reporting tools to streamline operations and make real-time decisions based on fresh insights.





10 Support

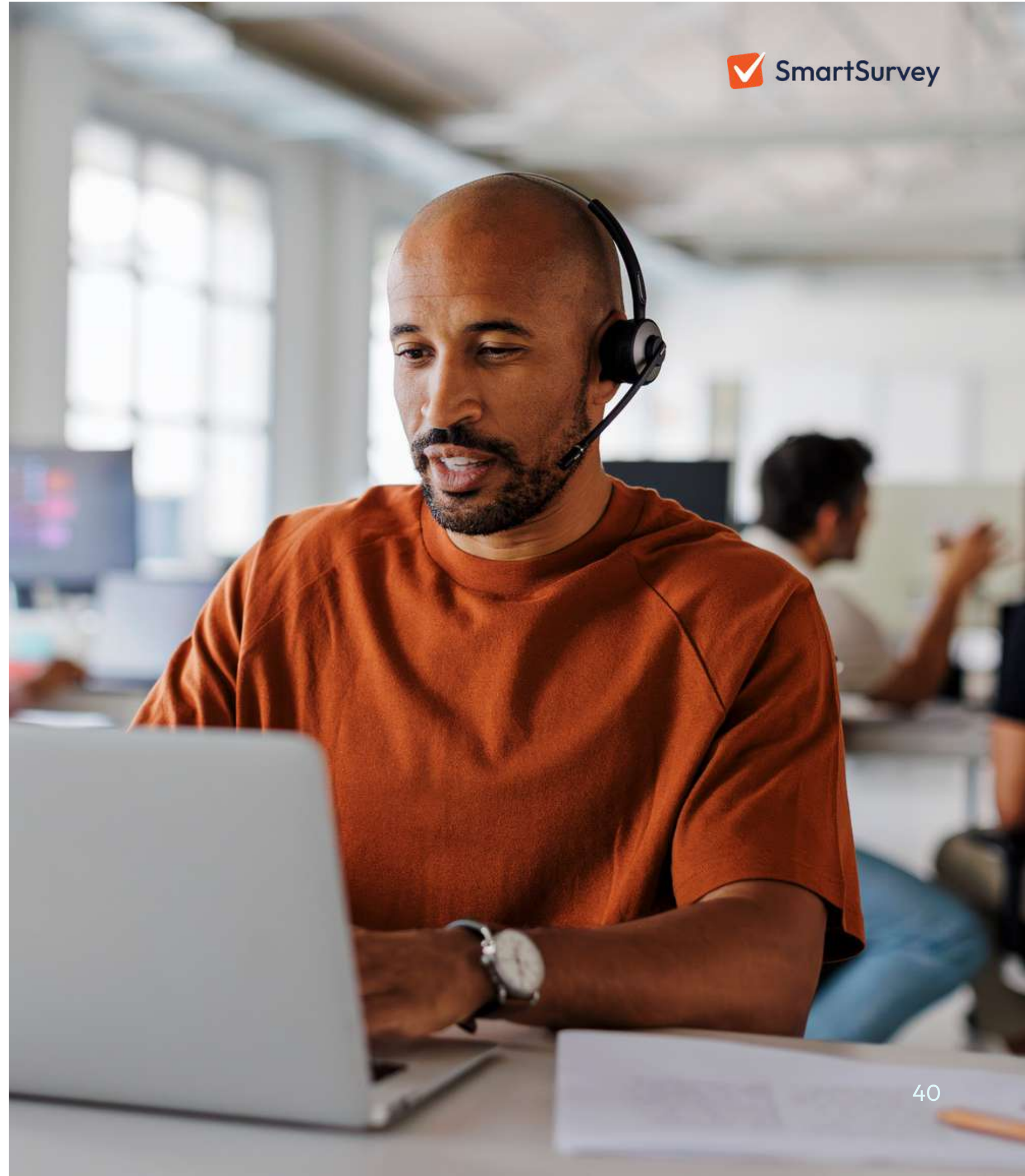
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Real Human Support

At a Glance: Phone & Email Assistance | Live Chat

From implementation to ongoing optimisation, our expert support team is here to ensure you get the most out of SmartSurvey.

We provide Public Sector Enterprise clients with access to an account manager, and technical guidance to help you build, distribute, and analyse surveys effectively.



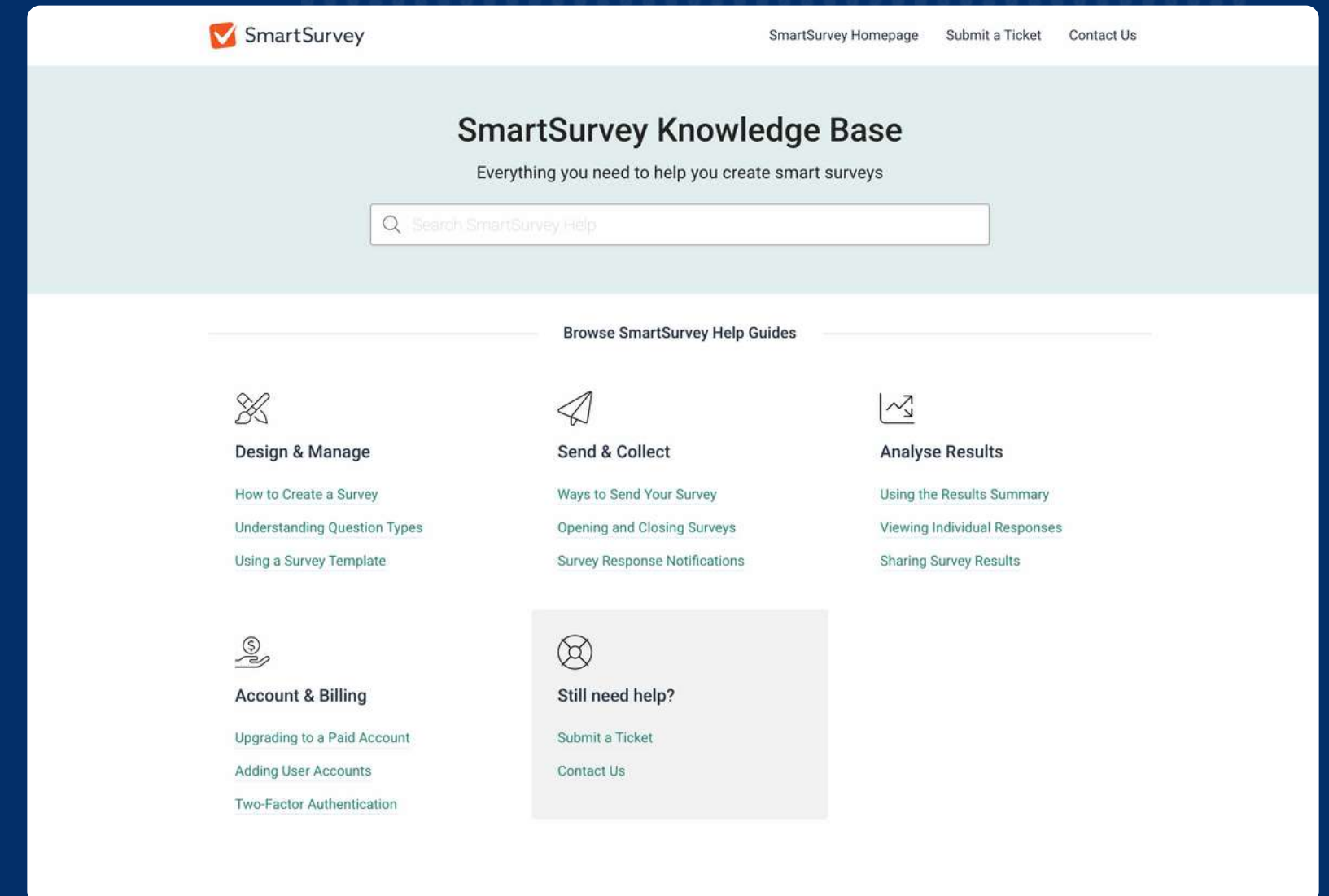
Knowledge Base

At a Glance: Help Articles | Video Tutorials | Best Practices

Our extensive Knowledge Base contains guides focused on getting your team productive inside of SmartSurvey immediately.

Use Search to find the exact article you need rather than sifting through irrelevant information. Your team is enabled to get started even with the most advanced features

From AI analysis to complex survey logic to dashboard creation - find exactly what you need to keep projects moving. Your team becomes self-sufficient while we focus on building features that drive your business forward.





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