



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

Public Sector Enterprise

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 branded 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 Case Management

07 Team Management

08 Security

09 Accessibility

10 Integrations & Developer Tools

11 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

[Go back to table of contents](#)

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

Advanced question types

At a Glance: NPS | CSAT | CES | eNPS | eES | eSat | Star Rating | Slider | Continuous Sum | Semantic Differential | File Upload

Capture precise feedback the way people naturally think. Use star ratings when people expect familiar formats.

Deploy sliders when you need granular measurement on a spectrum. Choose continuous sum when respondents must allocate limited resources across options.

Every format is designed for different decision-making contexts. Professional metrics like NPS and CSAT give you industry benchmarks. Semantic differential reveals how people really perceive your brand. The right question format gets you better data because it matches how people actually form opinions.

We'd like to know what you think of Nexa

How likely are you to recommend Nexa to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

How much do you spend with Nexa per month on our products?

Finish

How satisfied are you with your ride?

☹️ 😐 😊 😄

How satisfied are you with the overall experience?

★ ★ ★ ★ ★

Next page

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

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.

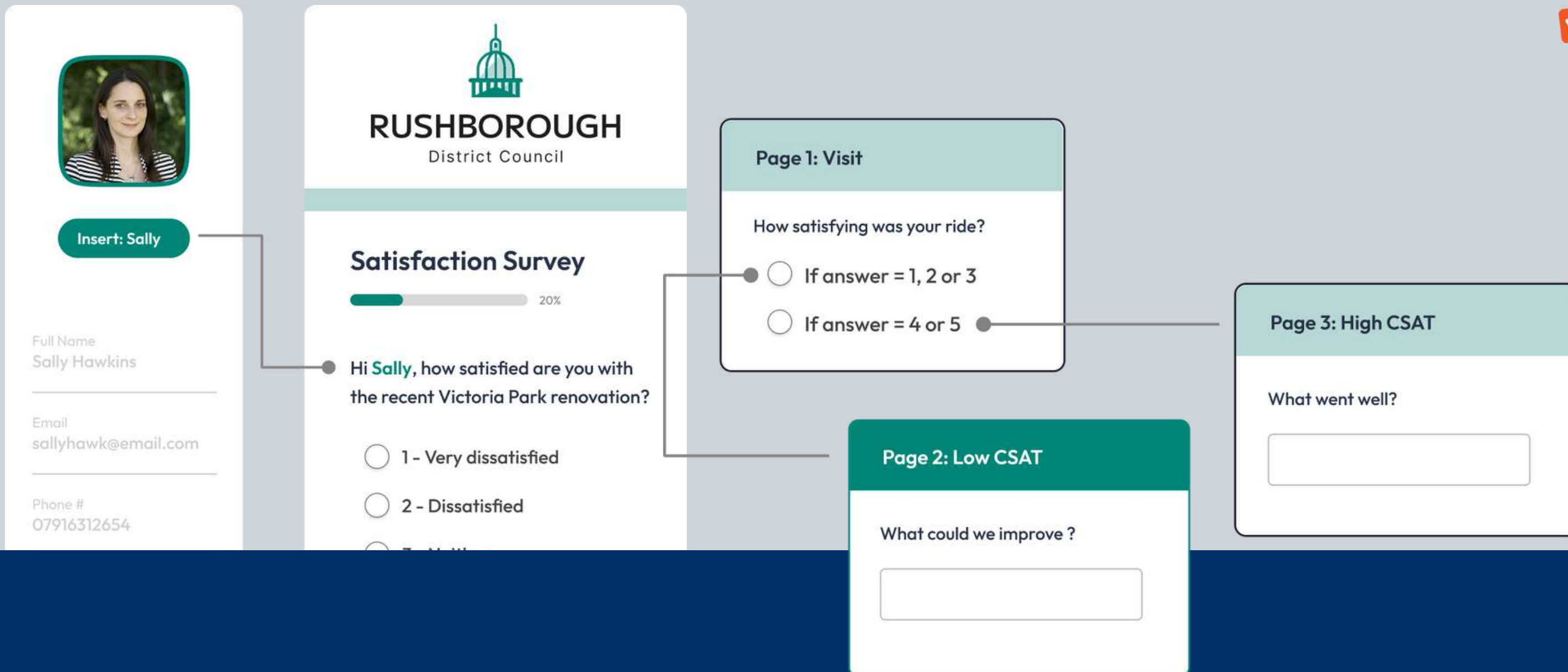


We're committed to making travel across our borough safer, more comfortable, and more reliable for all residents.

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

[Go back to table of contents](#)

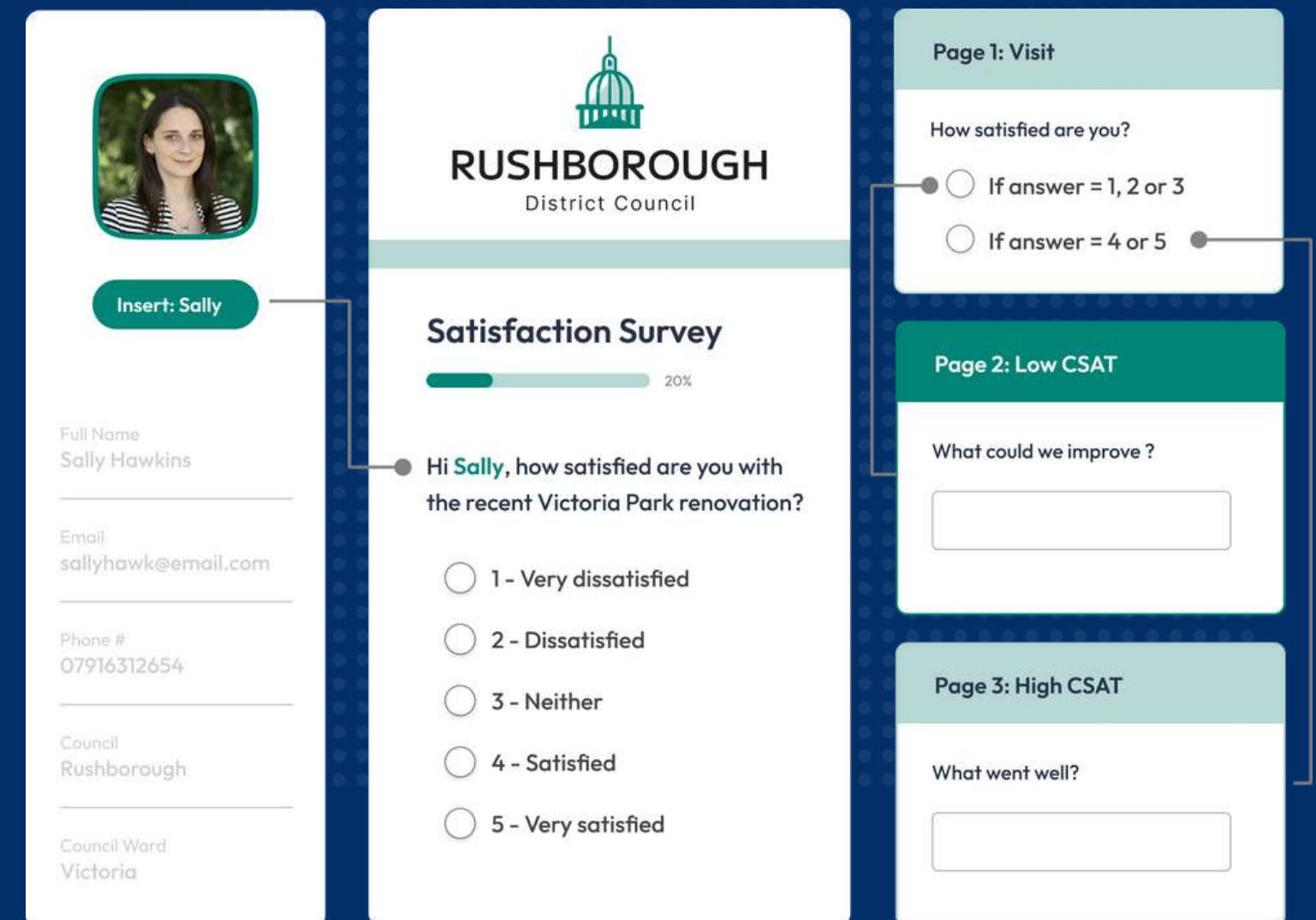
Survey Logic

At a Glance: Skip Logic | Piping | Page Logic | Carry Forward Responses | Conditional Email Triggers | Custom Variables | Terminal Pages | Randomisation | 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

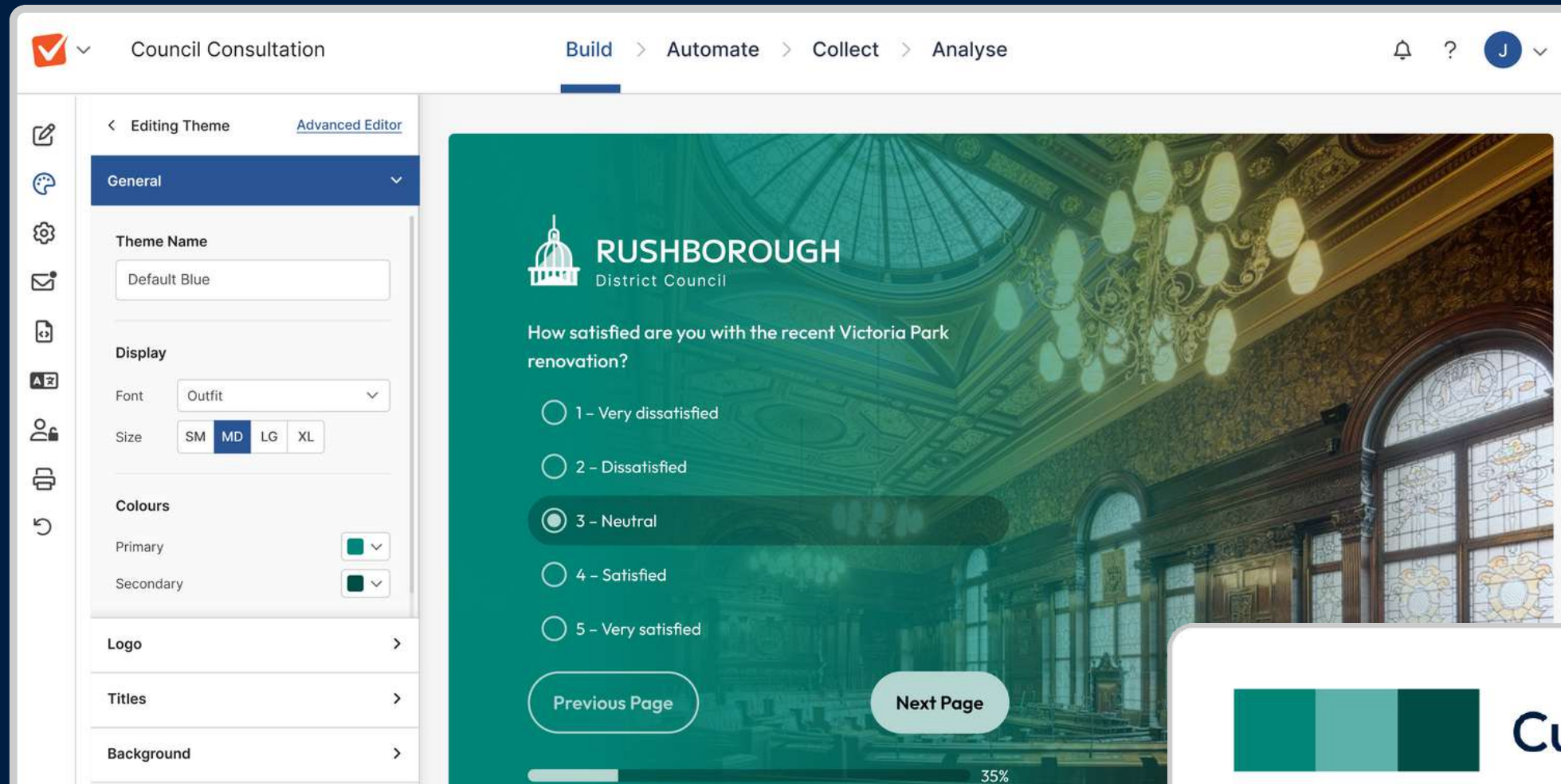
Home Office creates engaging employee surveys and boosts completion rates with skip logic and piping

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

[Go back to table of contents](#)

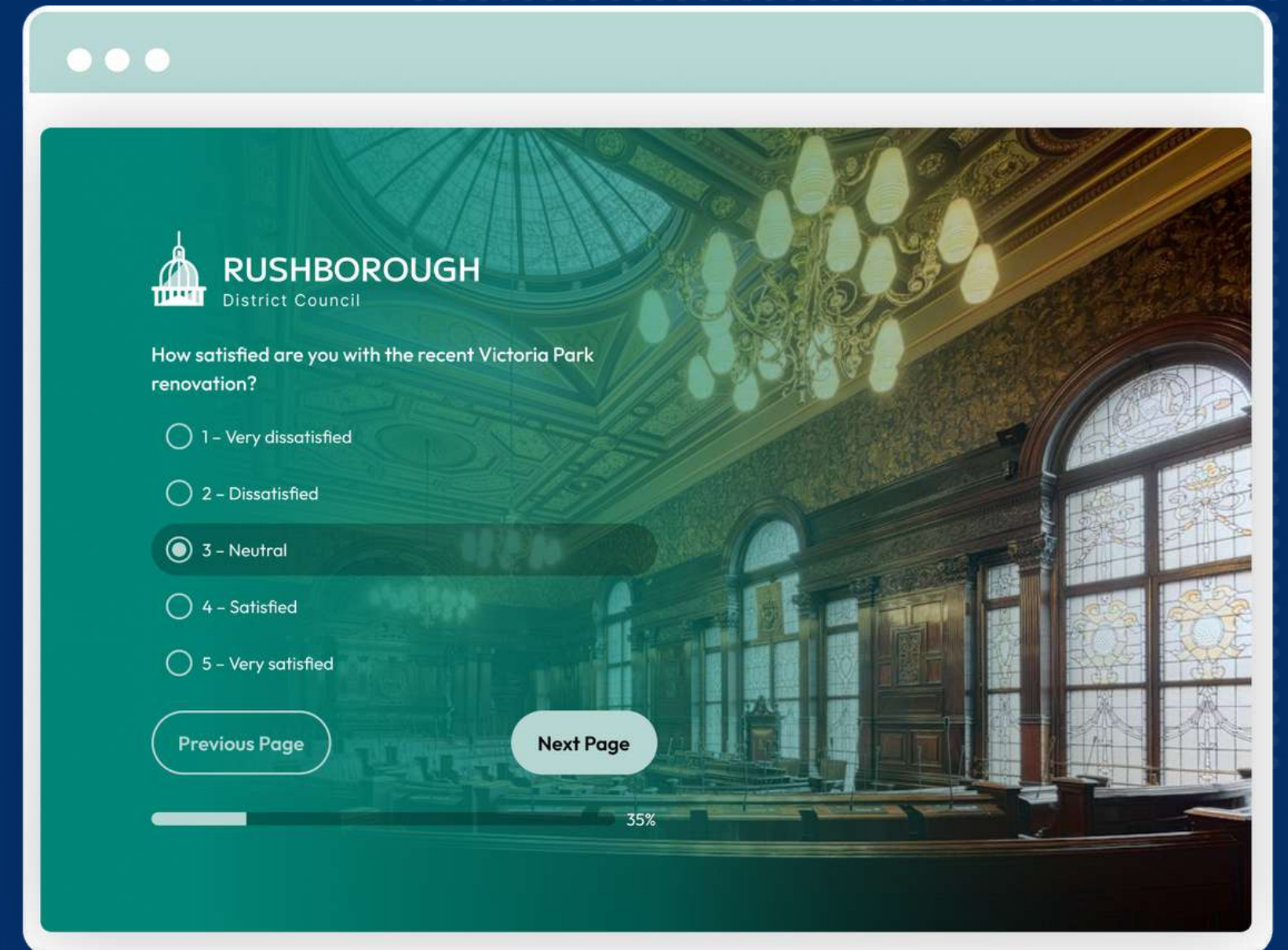
Survey Design

At a Glance: Custom Logos and Themes | Hide SmartSurvey Branding | Accessible Survey Themes

Make every survey feel like part of your brand. Add your logo, match your colours, and maintain the professional look people expect from your organisation.

Your surveys work (and look) perfect on phones, tablets, and desktops. Everyone can participate, including users with screen readers or other accessibility needs.

When feedback looks official and works everywhere, people trust it enough to complete it.

The screenshot shows a survey interface for Rushborough District Council. The background is a photograph of a grand hall with a large chandelier and stained glass windows. The survey question is "How satisfied are you with the recent Victoria Park renovation?". There are five radio button options: "1 - Very dissatisfied", "2 - Dissatisfied", "3 - Neutral", "4 - Satisfied", and "5 - Very satisfied". The "3 - Neutral" option is selected. Below the options are two buttons: "Previous Page" and "Next Page". At the bottom, there is a progress bar showing 35% completion.

 **RUSHBOROUGH**
District Council

How satisfied are you with the recent Victoria Park renovation?

☐ 1 - Very dissatisfied

☐ 2 - Dissatisfied

☒ 3 - Neutral

☐ 4 - Satisfied

☐ 5 - Very satisfied

[Previous Page](#) [Next Page](#)

35%

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.

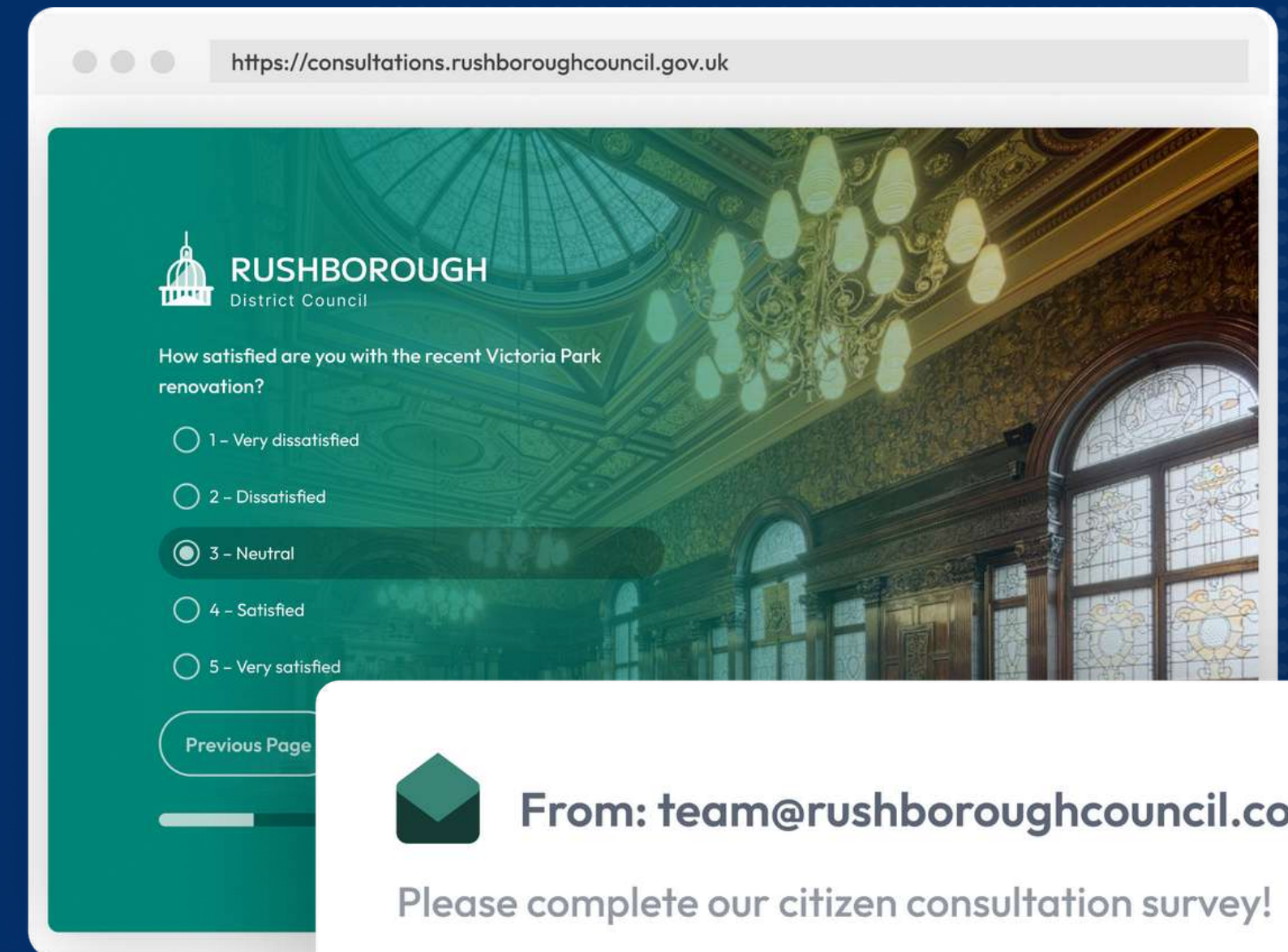
[Read the full Case Study >](#)

Link and Domain Branding

At a Glance: Custom Domains | Branded Links

Customise the link used to access your surveys via the web. For the ultimate branding experience, we offer the ability to host your survey on a custom web domain, such as [surveys.yourdomain.com](#).

Custom domains are particularly important with surveys that may contain highly sensitive data as the domain is familiar and maintains trust between the brand and the respondent.



Translate Surveys and Responses with AI

At a Glance: AI Survey Translations | AI Response Translations
| Language-Based Segmentation

Reach more people by automatically translating your surveys and responses into multiple languages.

SmartAssist does the heavy lifting so you can gather feedback from diverse audiences without needing translation services.

When responses come back, you can segment and analyse your data by language. This means you can spot differences in how different language groups respond, or simply view everything together in your preferred language.



The image shows a mockup of the SmartAssist interface. At the top right, there is a 'SmartAssist' header with a star icon and a toggle switch. Below this, there are two response cards. The first card is for a Spanish-speaking user, indicated by a Spanish flag icon. The text in Spanish expresses a love for green spaces and a need for benches and lighting. The second card is for an English-speaking user, indicated by a UK flag icon and a smiley face icon. The text in English expresses a love for green spaces and a need for benches and lighting. Below the English text, there are three colored buttons: 'Green space expansion' (green), 'Lighting' (yellow), and 'Community facilities' (purple).

SmartAssist

 Me encanta la idea de más espacios verdes cerca del centro. Necesitamos más bancos y mejor iluminación para caminar por las noches. Los parques son el corazón de nuestra comunidad.

  I love the idea of more green spaces near the town centre. We need more benches and better lighting for evening walks. Parks are the heart of our community.

Green space expansion **Lighting** **Community facilities**



04 Contact & Survey Management

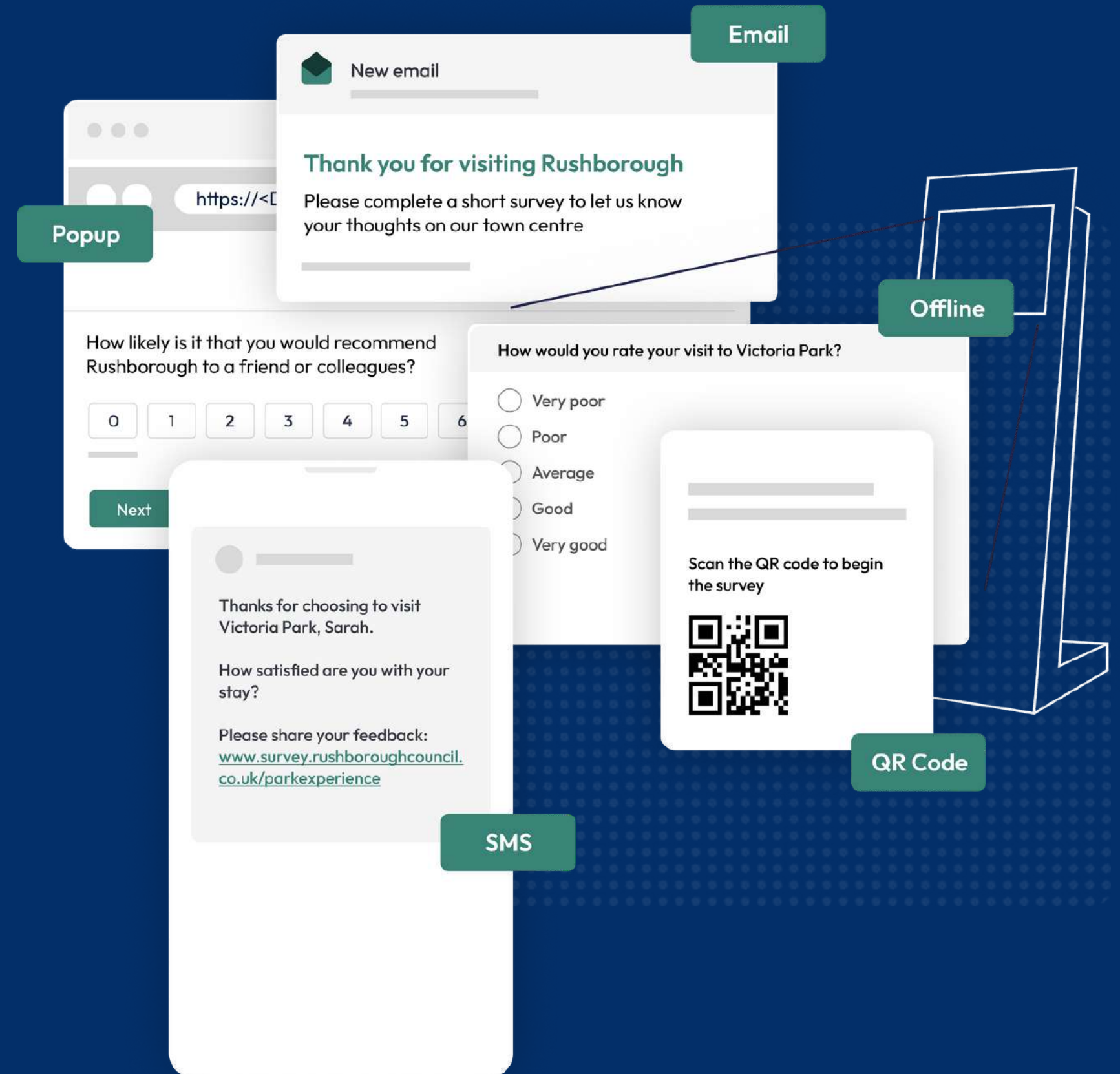
[Go back to table of contents](#)

Multi-Channel Survey Distribution

At a Glance: Email Tool | SMS | QR Code | Unique URL | Popups | Web Embed | Offline (kiosk mode)

Reach people through your most effective channels. Email for professional surveys. SMS for instant responses. Website pop-ups for in-the-moment feedback. Take your surveys anywhere with offline (kiosk mode) surveys.

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.



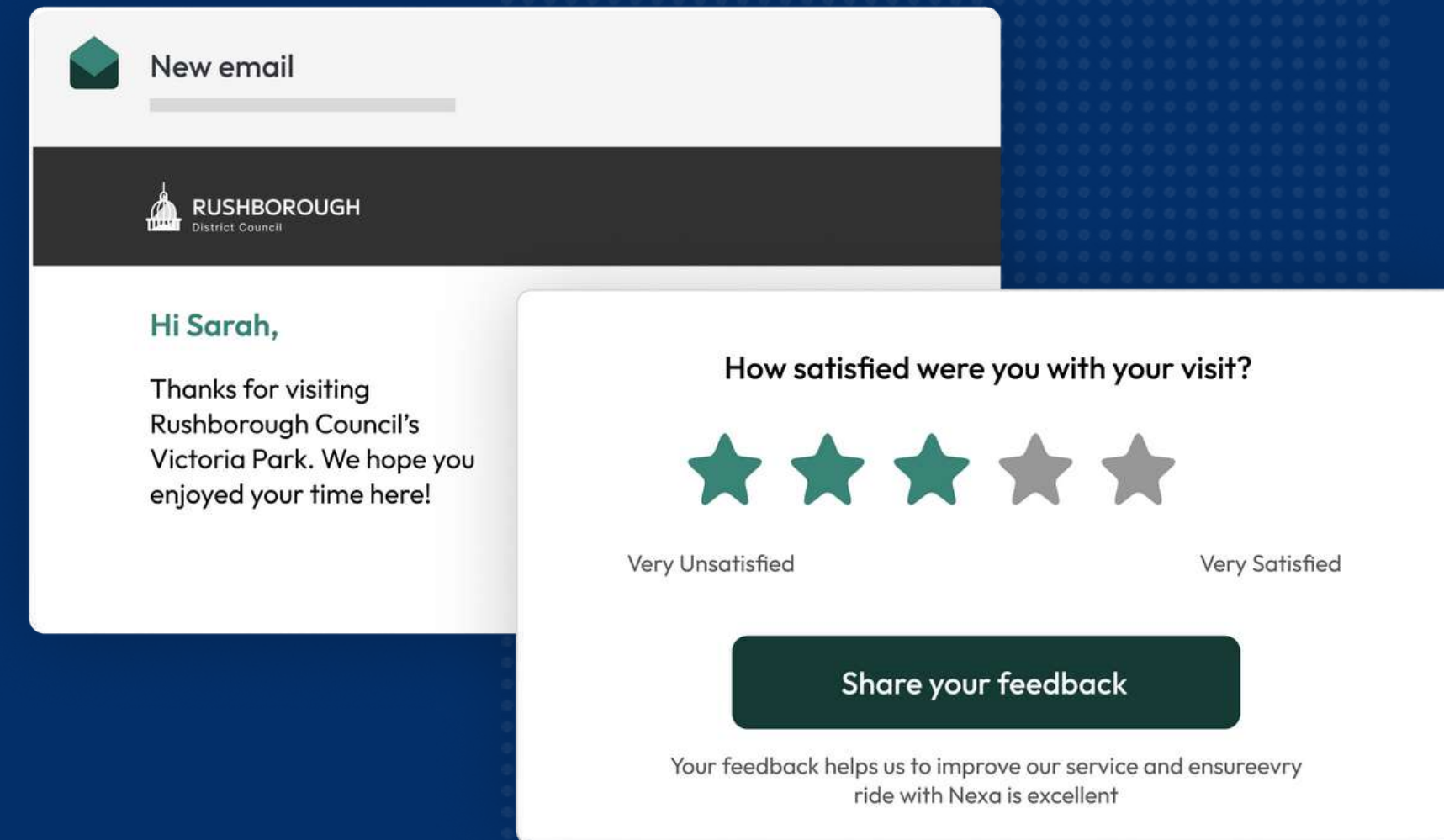
Question Embedded Emails

At a Glance: In-email Questions | One-click Responses | Higher Response Rates

Clicking through to a separate survey page loses people. Email embeds let customers share their thoughts right in their inbox, without opening new tabs or losing their train of thought.

Capture answers while your service experience is still fresh in their mind, removing friction for busy customers who would otherwise skip past yet another survey link.

Track satisfaction scores at scale without asking people to leave their email client, increasing both response rates and the quality of feedback you collect.



The screenshot shows an email interface with a dark blue header. The email body is white and contains a survey. The survey is titled "How satisfied were you with your visit?" and features a five-star rating system. The first three stars are green, and the last two are grey. Below the stars, the text "Very Unsatisfied" is on the left and "Very Satisfied" is on the right. A green button labeled "Share your feedback" is positioned below the stars. At the bottom of the survey, a small line of text reads: "Your feedback helps us to improve our service and ensure every ride with Nexa is excellent".

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

[Go back to table of contents](#)

AI Analysis

At a Glance: Thematic Analysis | Sentiment Analysis

Open text responses shouldn't remain a mystery. SmartSurvey's thematic and sentiment analysis transforms thousands of comments into clear insights within minutes.

Automatically categorise feedback by themes, detect emotional sentiment across responses, and spot emerging issues before they become problems.

Turn overwhelming comment volumes into actionable intelligence with AI that analyses thousands of comments... in seconds.

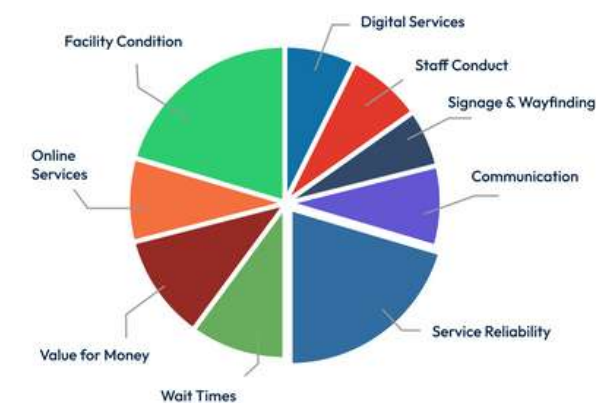
71 The facilities were fantastic but the warden was rude and dismissive.

 SmartAssist AI 

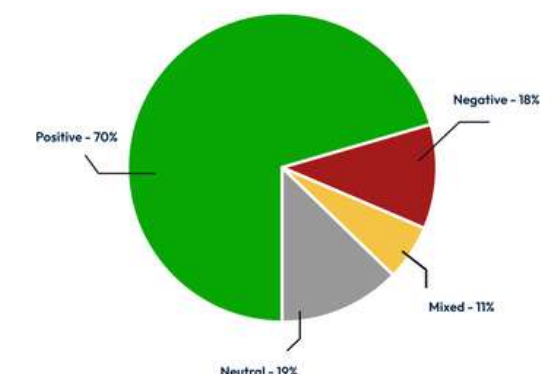
71 😊 The facilities were fantastic but the warden was rude and dismissive.

Facilities Staff Conduct Communication

Citizen Feedback - Thematic Analysis



Citizen Feedback - Sentiment Analysis



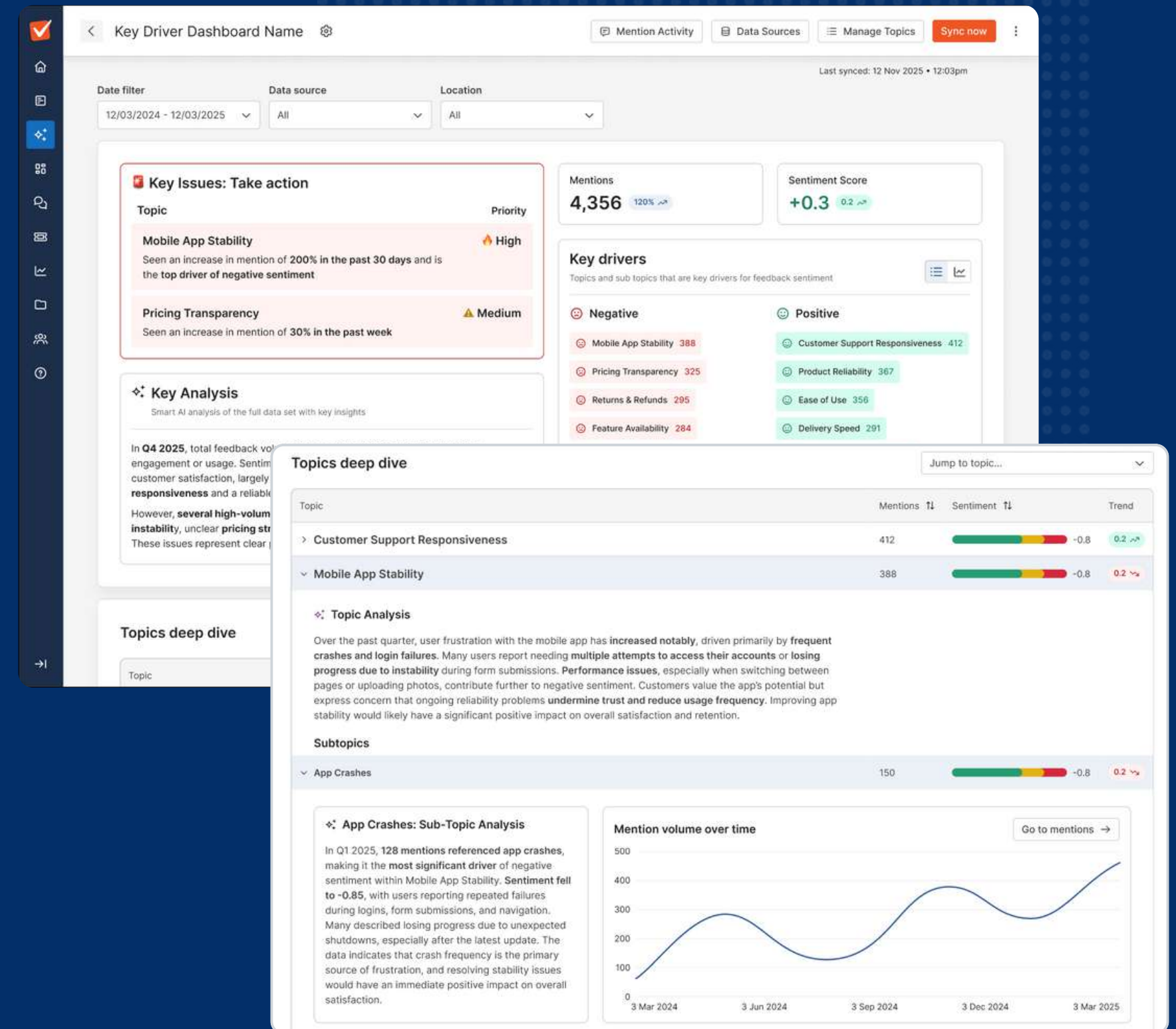
Key Driver Analysis

At a Glance: Multi-Source Feedback | Topic & Subtopic Detection | Priority Ranking

Feedback from multiple sources shouldn't live in silos. SmartSurvey's Key Driver Analysis brings surveys, reviews, and uploaded data together to show you exactly what's driving satisfaction up or down.

See sentiment at a glance, then drill into topics and subtopics to find the specific issues behind the scores. Understand why customers feel the way they do, not just whether they're happy.

Stop guessing which problems to fix first. Key Driver Analysis ranks issues by frequency and sentiment impact so you prioritise the work that actually moves scores.



Use Case Spotlight

“Thematic Analysis has transformed our feedback analysis, **saving us days of manual work** with its remarkable speed, reliable accuracy, and data visualisations.”

Communications Lead, Lewes District Council and Eastbourne Borough Council

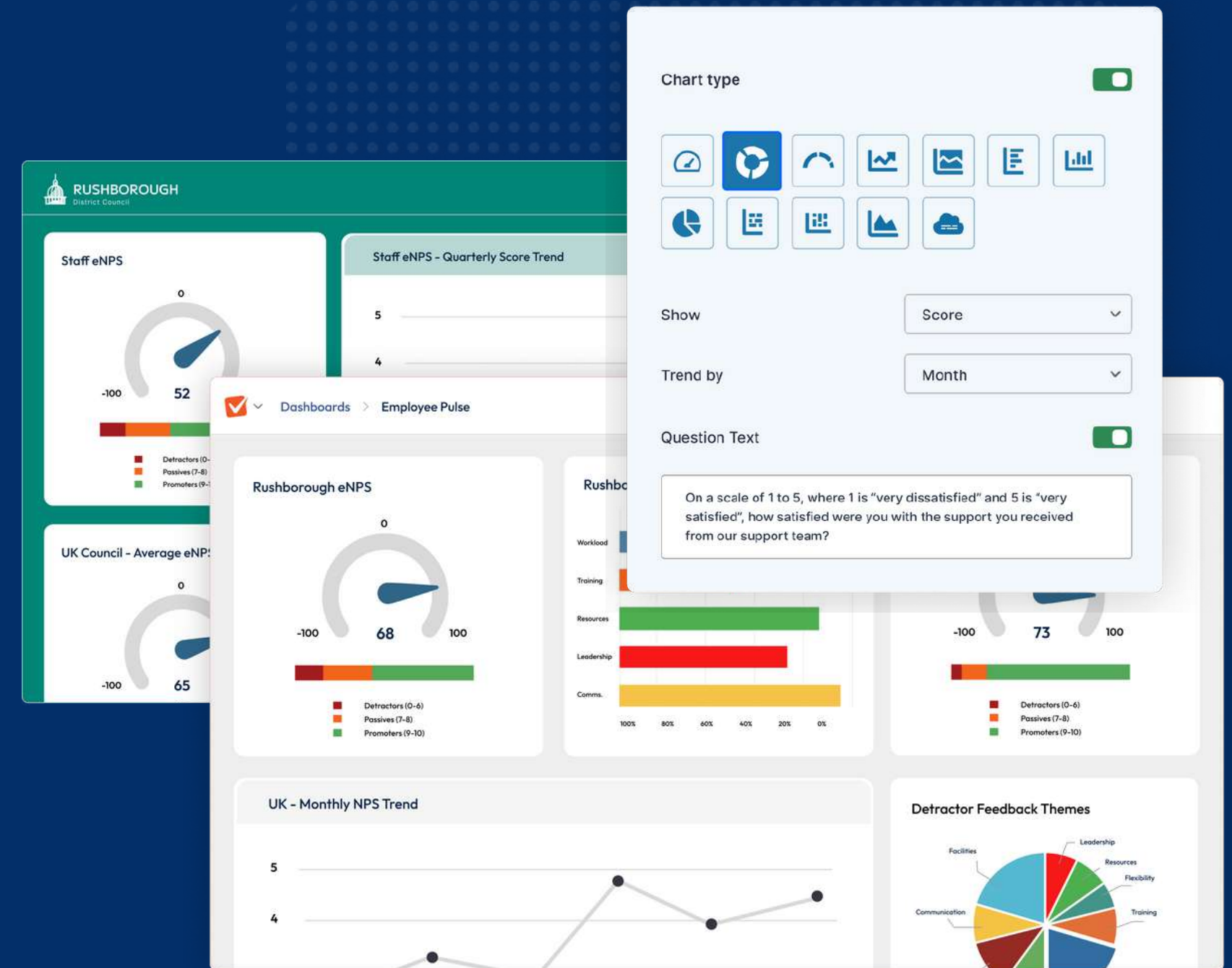
Visualise your data with Dashboards

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

Stop hunting through separate reports. Dashboards combine data from every survey into one live view that updates as responses arrive. Spot problems the moment they emerge, not weeks later in quarterly reports.

Filter by department, location, or time period to see exactly where issues concentrate. Combine NPS, CSAT, and CES scores from multiple surveys into a single chart that calculates totals automatically. Set time ranges by day for feature launches, by month for regular reporting, or by quarter for the board.

Share the same dashboard with frontline teams and executives using role-based access — each sees the metrics that matter for their decisions. Branded charts and public view links keep everything looking professional.



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.

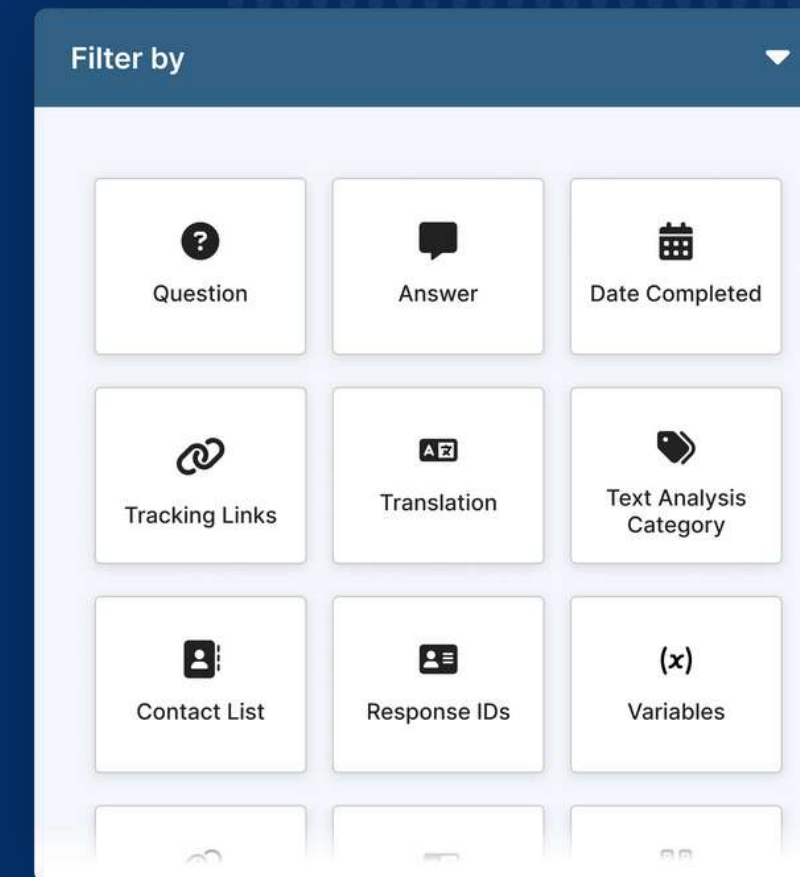
[Read the full Case Study >](#)

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:

☐

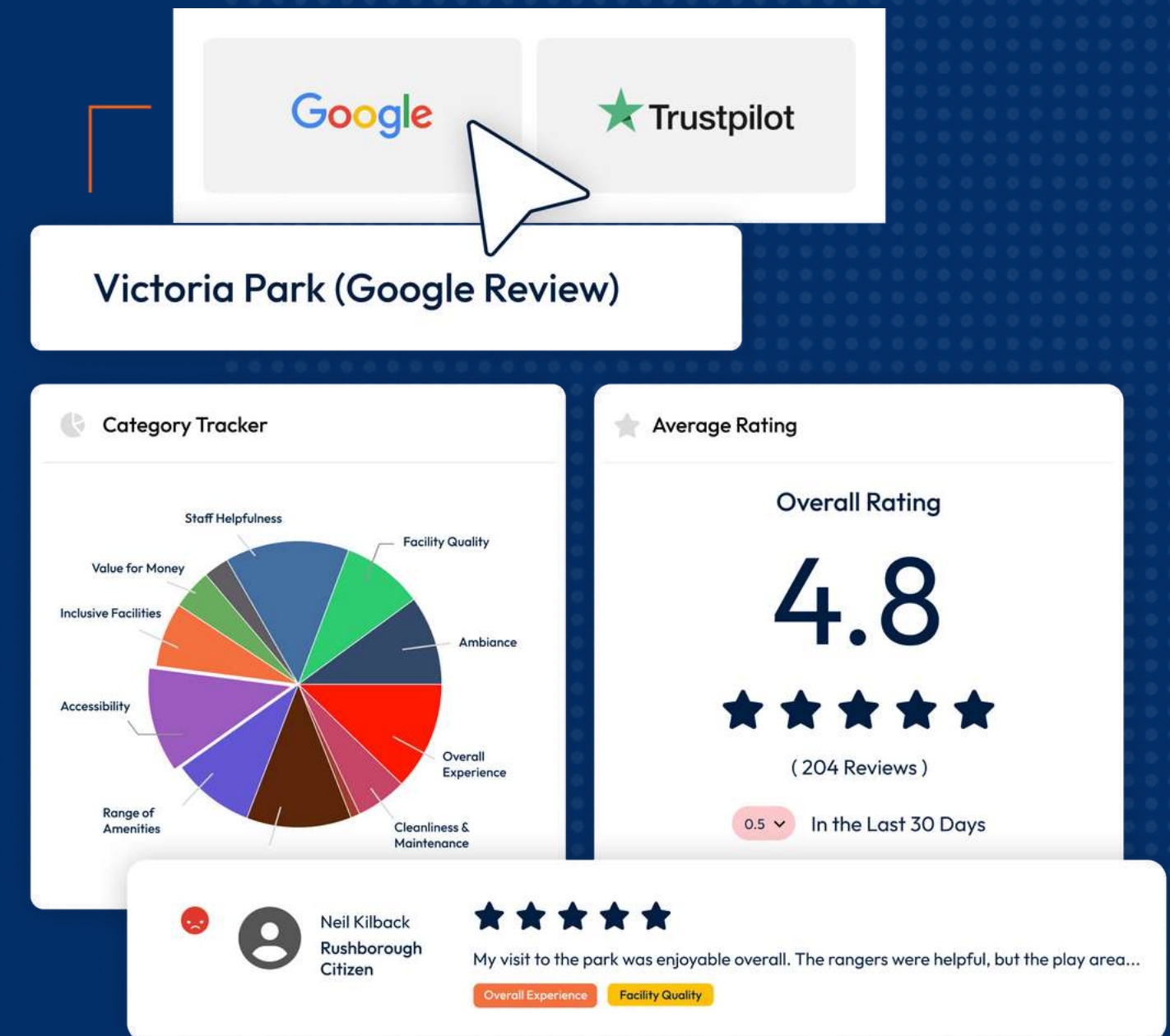
Reputation Management

At a Glance: Review Aggregation | AI Sentiment & Themes | Response Management

Your online reviews shouldn't be scattered across platforms. SmartSurvey pulls Google and Trustpilot reviews into one place so you can see what's driving your ratings and respond faster.

Automatically tag reviews by sentiment and theme, spot which locations are thriving or struggling, and reply to Google reviews without leaving the platform.

Turn scattered feedback into clear priorities with AI that analyses reviews across every site and shows you exactly where to focus.





06 Case Management

[Go back to table of contents](#)

Case Management

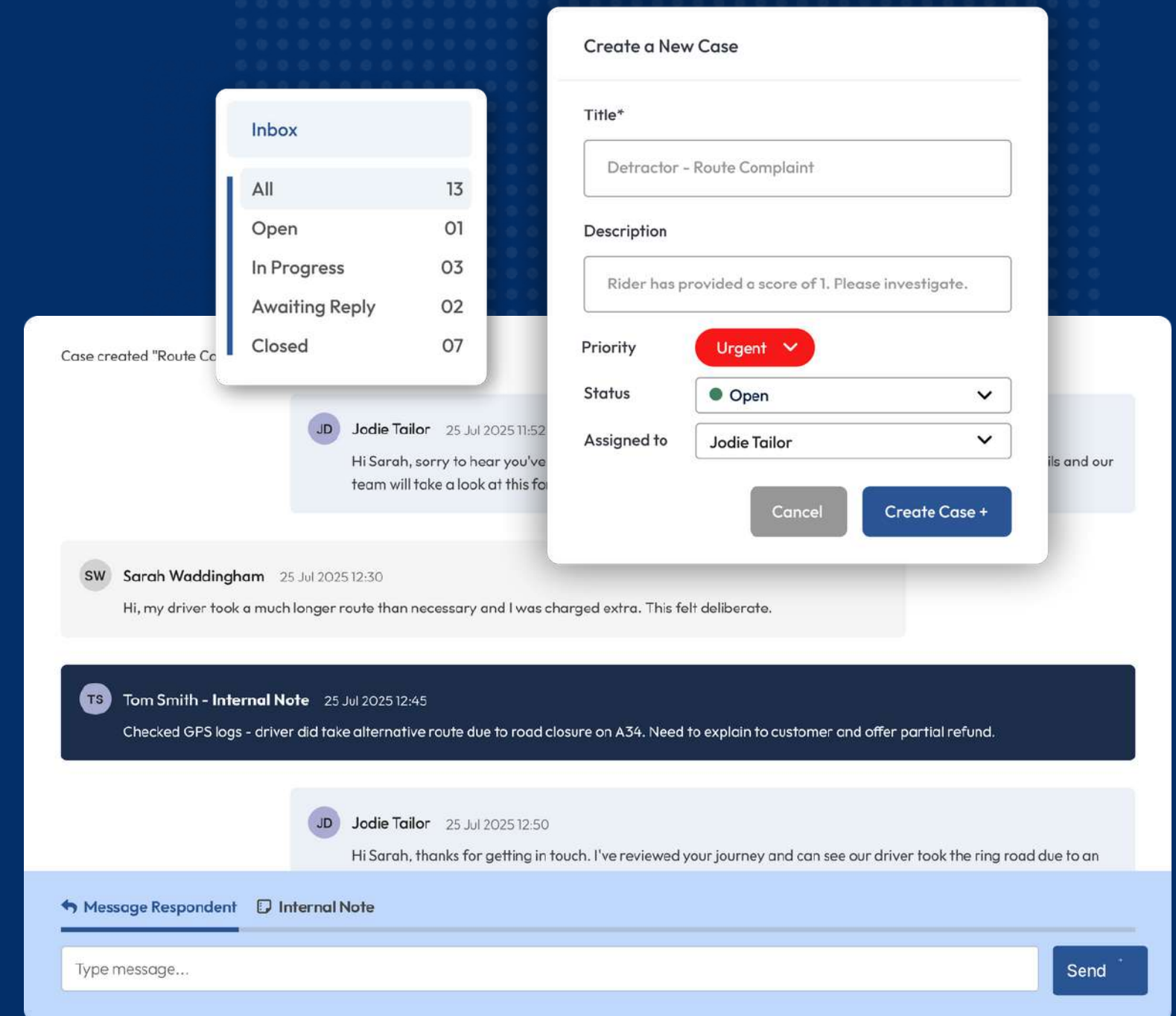
At a Glance: Create a trackable case for a response | Email respondents in-app | Assign cases to team

Customer feedback shouldn't disappear into spreadsheets.

Our case management allows users to turn critical responses into trackable actions that get resolved properly with a full audit history of communications and status updates.

Create a case in seconds from any response, email respondents directly within the platform, assign cases to team members, and track case status from start to finish.

Transform scattered follow-ups into organised workflows that actually close the loop with customers.



The screenshot displays the SmartSurvey Case Management interface. A 'Create a New Case' modal is open, showing fields for Title, Description, Priority, Status, and Assigned to. The Title field contains 'Detractor - Route Complaint', the Description contains 'Rider has provided a score of 1. Please investigate.', the Priority is set to 'Urgent', the Status is 'Open', and the Assigned to is 'Jodie Tailor'. The modal has 'Cancel' and 'Create Case +' buttons.

An 'Inbox' list is also visible, showing the following items:

Category	Count
All	13
Open	01
In Progress	03
Awaiting Reply	02
Closed	07

The main case history view shows a list of cases with details such as the respondent's name, the date and time of the message, and the message content. The cases are categorized as 'Message Respondent' or 'Internal Note'.

Case 1: Sarah Waddingham (SW) - 25 Jul 2025 12:30. Message: Hi, my driver took a much longer route than necessary and I was charged extra. This felt deliberate.

Case 2: Tom Smith - Internal Note (TS) - 25 Jul 2025 12:45. Message: Checked GPS logs - driver did take alternative route due to road closure on A34. Need to explain to customer and offer partial refund.

Case 3: Jodie Tailor (JD) - 25 Jul 2025 12:50. Message: Hi Sarah, thanks for getting in touch. I've reviewed your journey and can see our driver took the ring road due to an

The interface includes a bottom bar with a 'Message Respondent' button and an 'Internal Note' button, and a 'Send' button for the message input field.

Use Case Spotlight

“Team members would receive email triggers for negative responses, but then it would go into a spreadsheet and we'd lose visibility.

Case Management **solves that completely.”**

Business Intelligence Manager, East Riding of Yorkshire Council



07 Team Management

[Go back to table of contents](#)

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 >](#)

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.



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.





08 Security

[Go back to table of contents](#)

Security and Compliance Built-In

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

Your data stays protected at every level of the platform. We hold ISO 27001 and Cyber Essentials Plus certifications, with regular re-certification to meet these rigorous standards.

Our UK-based AI processing means you get instant insights from feedback without data crossing borders. No trade-off between AI capability and data sovereignty — even the most regulated organisations can use AI tools that work completely within their compliance requirements.



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 >](#)

Features that enable maximum security

At a Glance: Single Sign-On | Two-Factor Authentication | Password Protection | IP Access Restrictions | Survey Authentication

Manage platform access through your existing identity provider with SSO, so you control exactly who in your organisation can use SmartSurvey. Add two-factor authentication via authenticator app or SMS for an extra layer of account security.

At the survey level, lock down sensitive projects with password protection, IP filtering, or authentication-based access. Define permissions for each survey individually by controlling who can participate and who can view results.





09 Accessibility

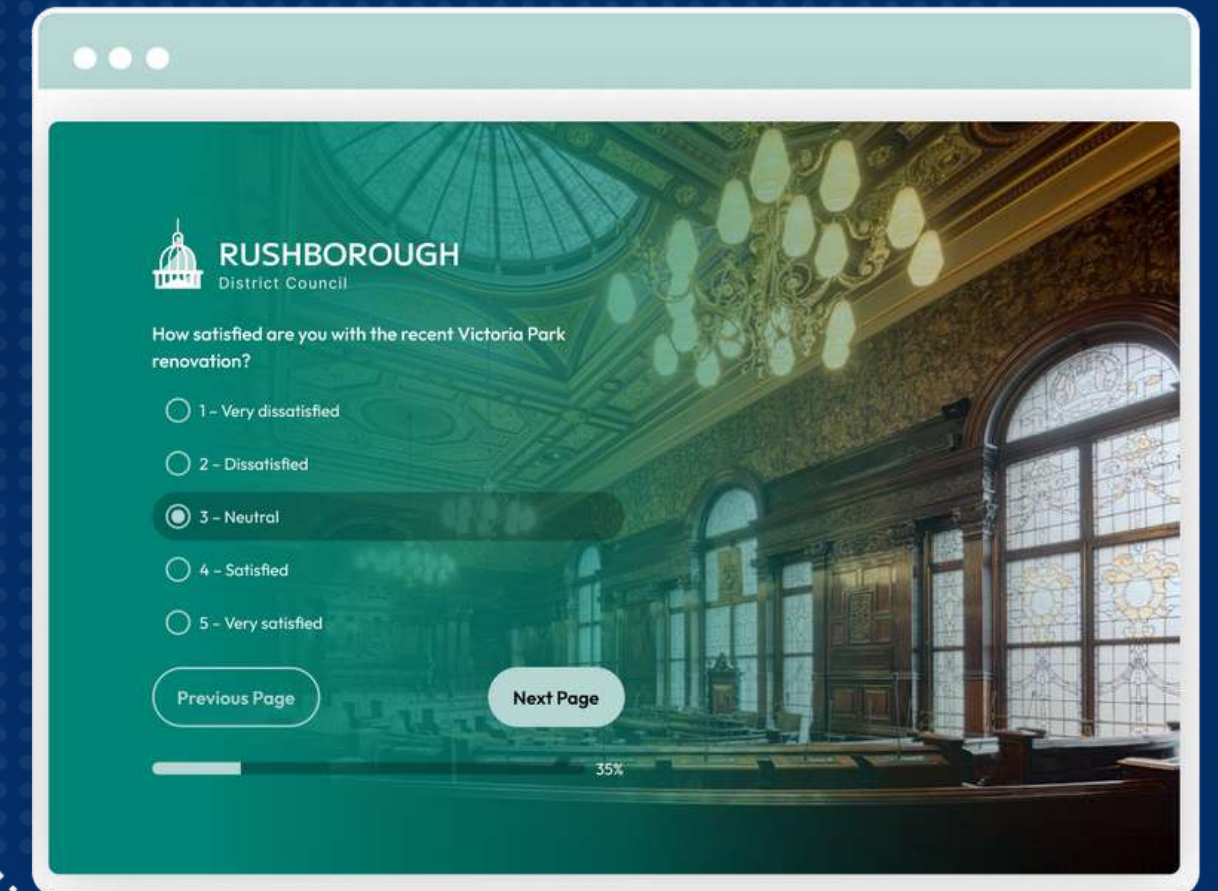
[Go back to table of contents](#)

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.

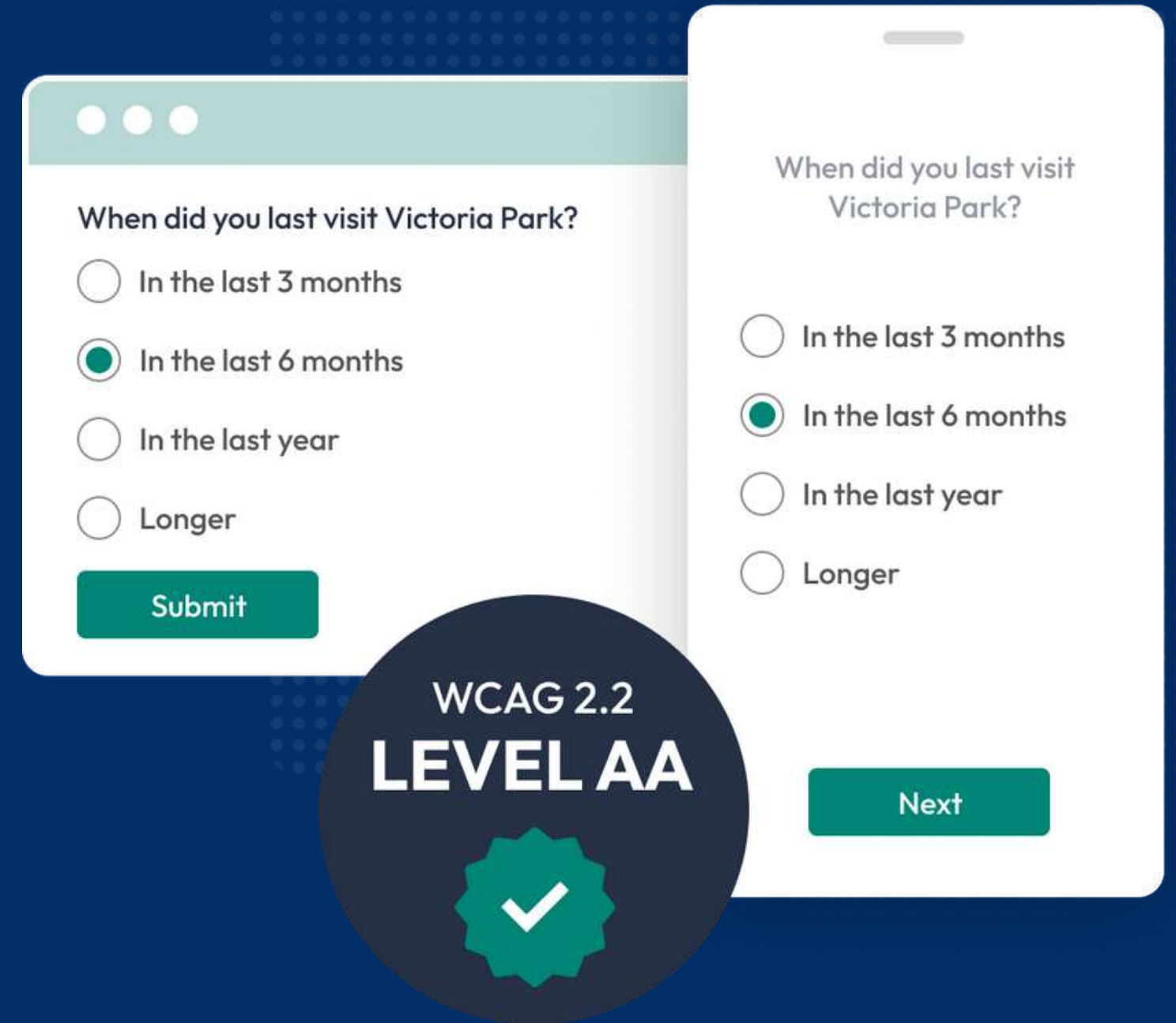
SmartSurvey's responsive design ensures surveys display optimally across desktops, tablets, and mobile devices, providing a seamless experience no matter how users access them.



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 image displays a survey interface on a dark blue background. On the left, a desktop browser window shows a survey question: "When did you last visit Victoria Park?". It has four radio button options: "In the last 3 months", "In the last 6 months" (which is selected), "In the last year", and "Longer". A green "Submit" button is at the bottom. On the right, a mobile phone screen shows the same survey question and options. A green "Next" button is at the bottom. In the foreground, a dark blue circular badge with a green checkmark inside contains the text "WCAG 2.2 LEVEL AA".



10 Integrations & Developer Tools

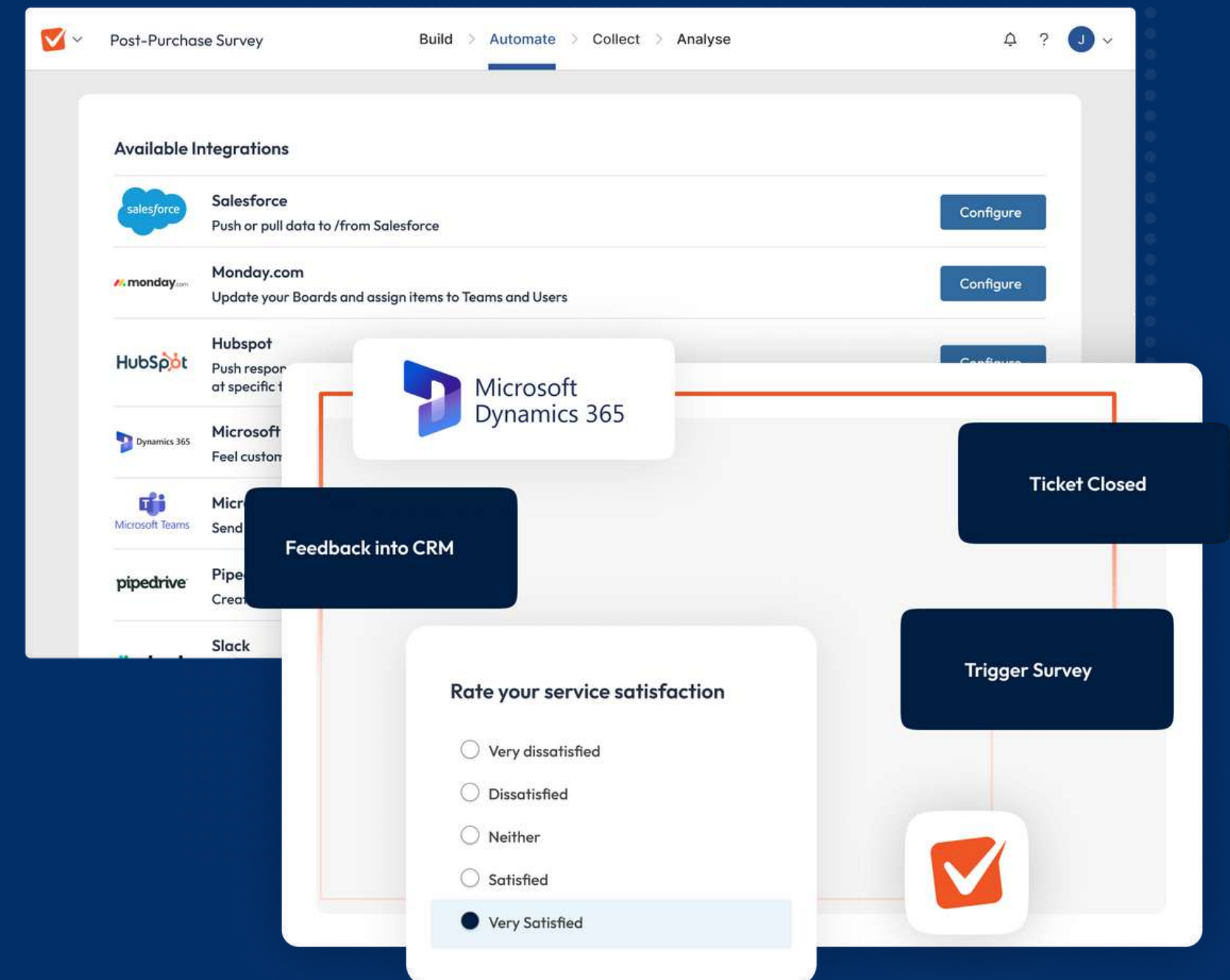
[Go back to table of contents](#)

Connect to Your Entire Tech Stack

At a Glance: Salesforce | HubSpot | Microsoft Dynamics | Monday.com | Microsoft Teams | Slack | API Access | Webhooks

Feedback flows straight into the tools where decisions happen - no exports, no delays. Push scores to your CRM instantly. Pull customer profiles to build targeted surveys. Keep sales, marketing, and support working from the same real-time insights.

For custom builds, our API and webhooks let you connect survey data directly to internal databases, reporting tools, or any system your team relies on.





11 Support

[Go back to table of contents](#)

Support When You Need It

At a Glance: At a Glance: Dedicated Account Manager | Phone, Email & Live Chat | Help Articles | Video Tutorials | Best Practices Library

Our expert support team helps you from implementation through ongoing optimisation — with Public Sector Enterprise clients getting access to a dedicated account manager and technical guidance for building, distributing, and analysing surveys.

When your team wants to move fast, our Knowledge Base has searchable guides covering everything from AI analysis to complex survey logic to dashboard creation. Find exactly what you need to keep projects moving without waiting on a support ticket.

SmartSurvey Knowledge Base

Everything you need to help you create smart surveys

 Search SmartSurvey Help



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