

Building Survey Automations

For Major League Hacking

Rob Kleiman

Section 01

Designing the Flow

01 Building Automations

Designing the flow

We needed to build out the survey flow.

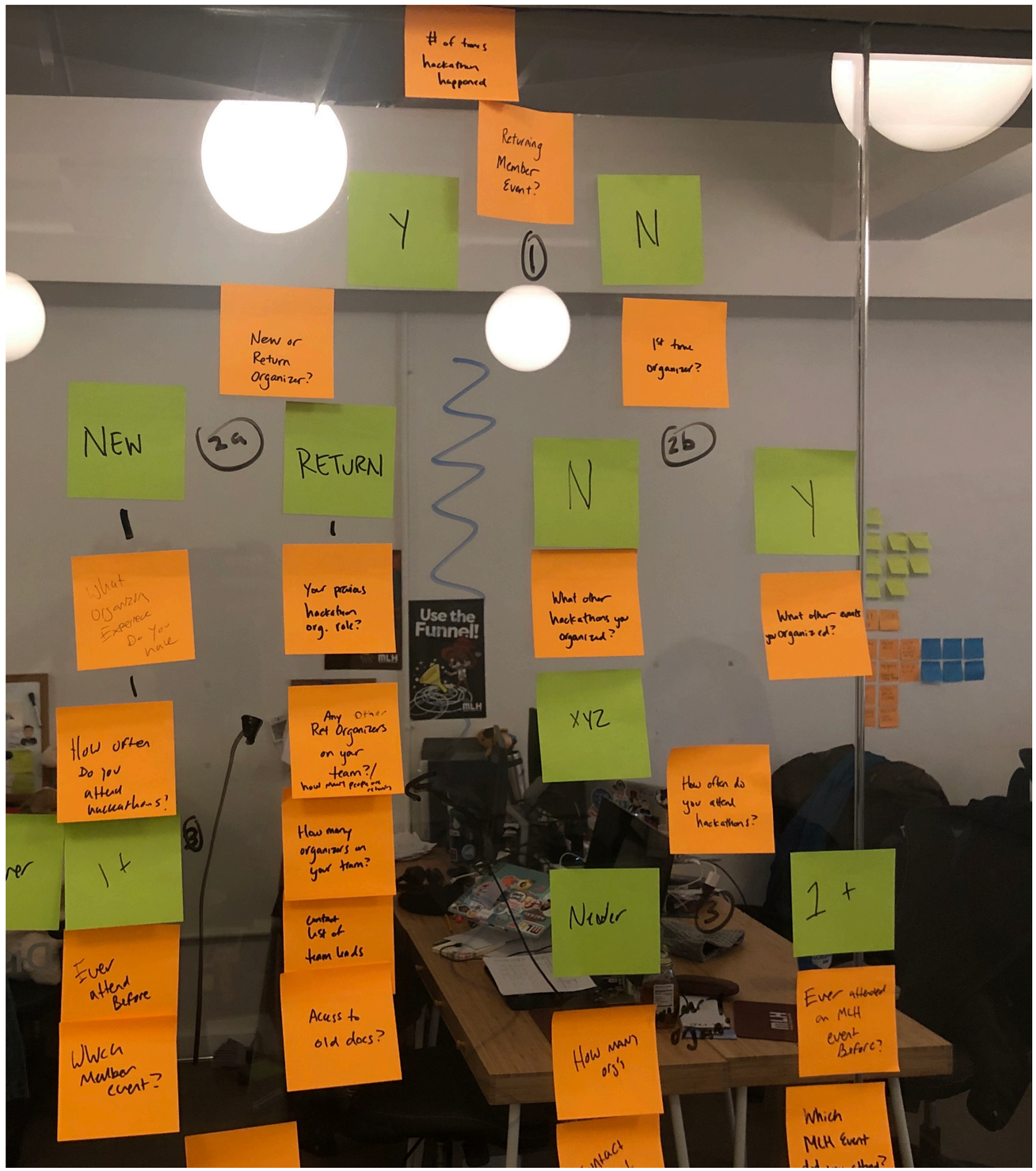
Who is taking this survey?

What are the commonalities?

What info do we need?

What order should the information be presented in?

How do we filter the respondents?

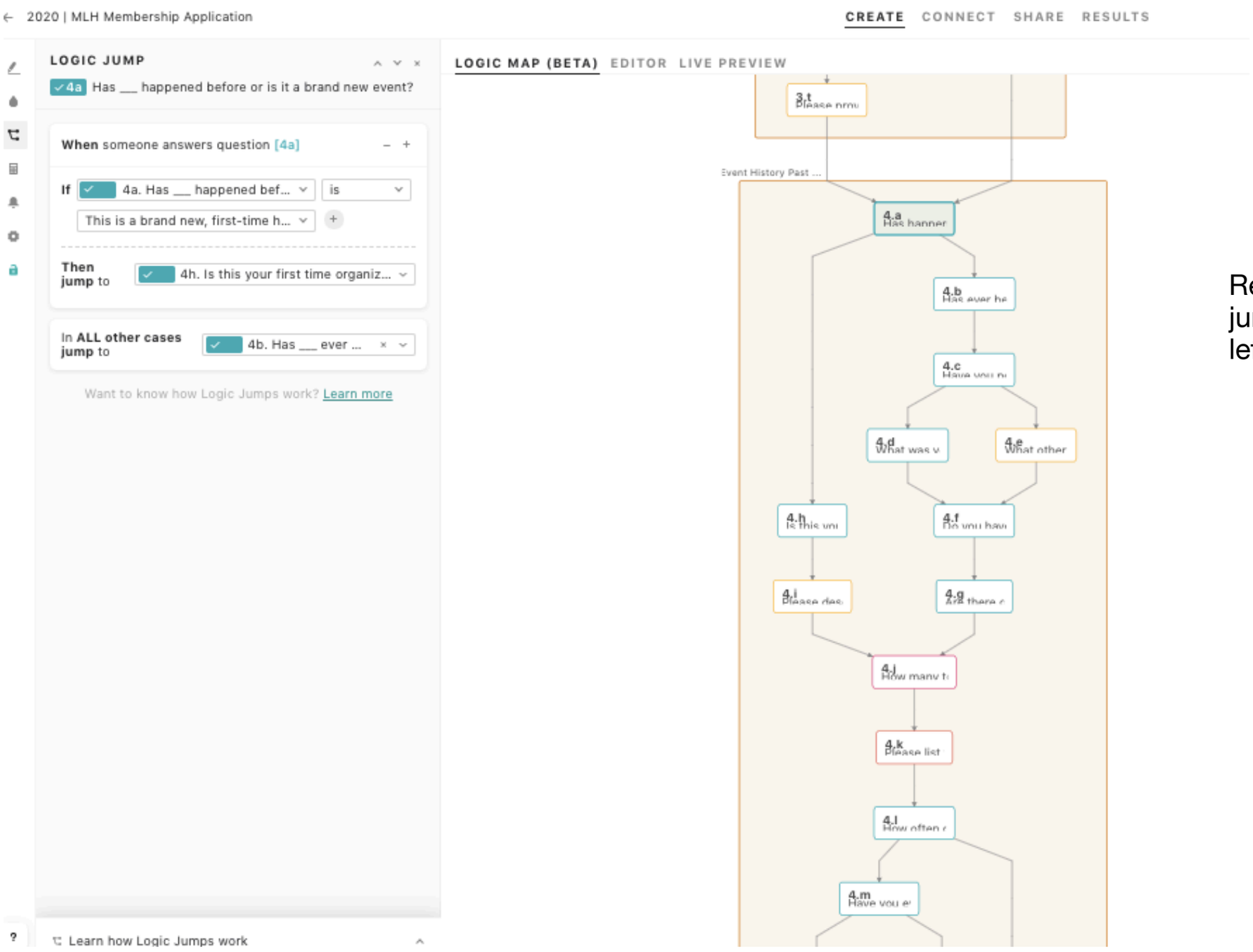


2

Implementation

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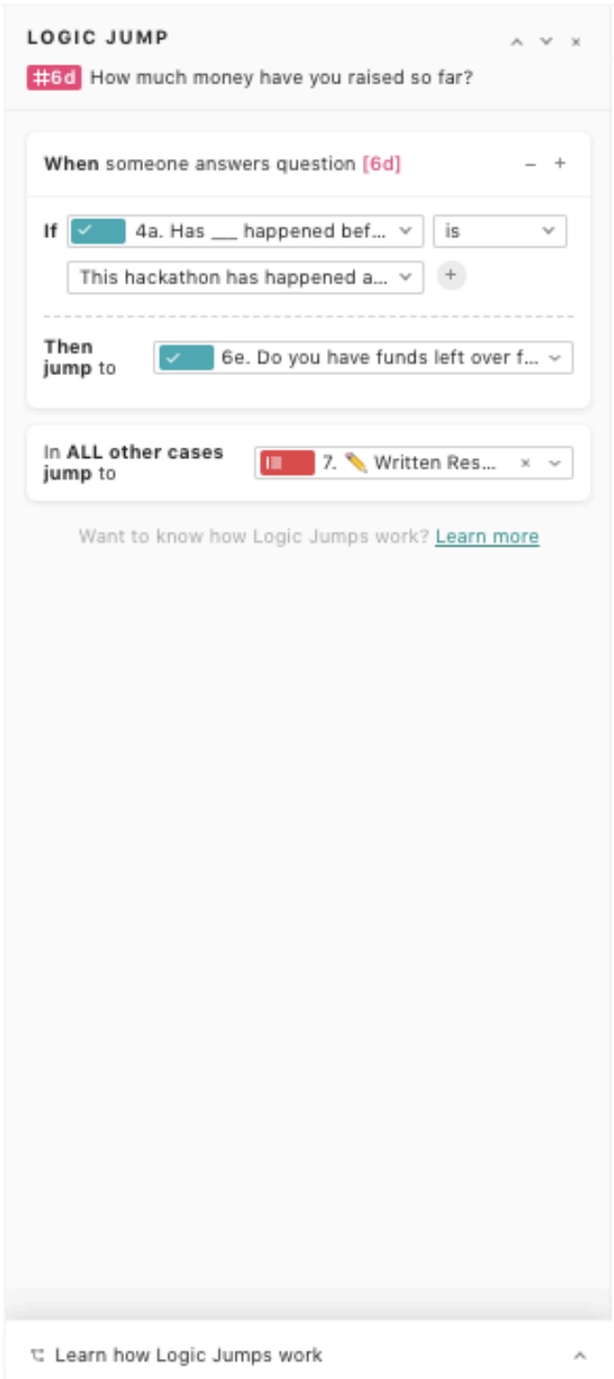
Translating the info to typeform

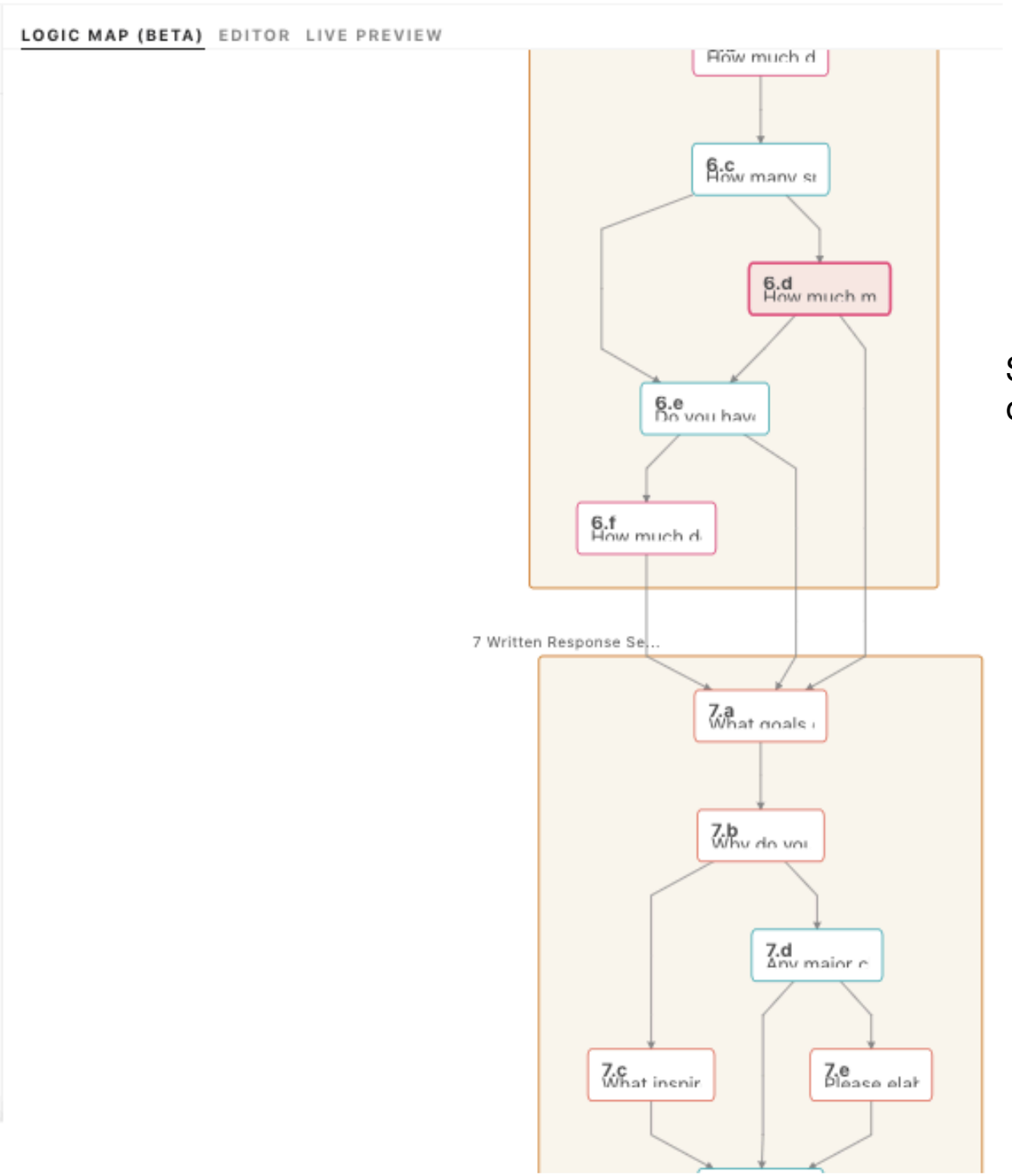


Required sophisticated logic jumps as seen in graphic to the left.

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Translating the info to typeform





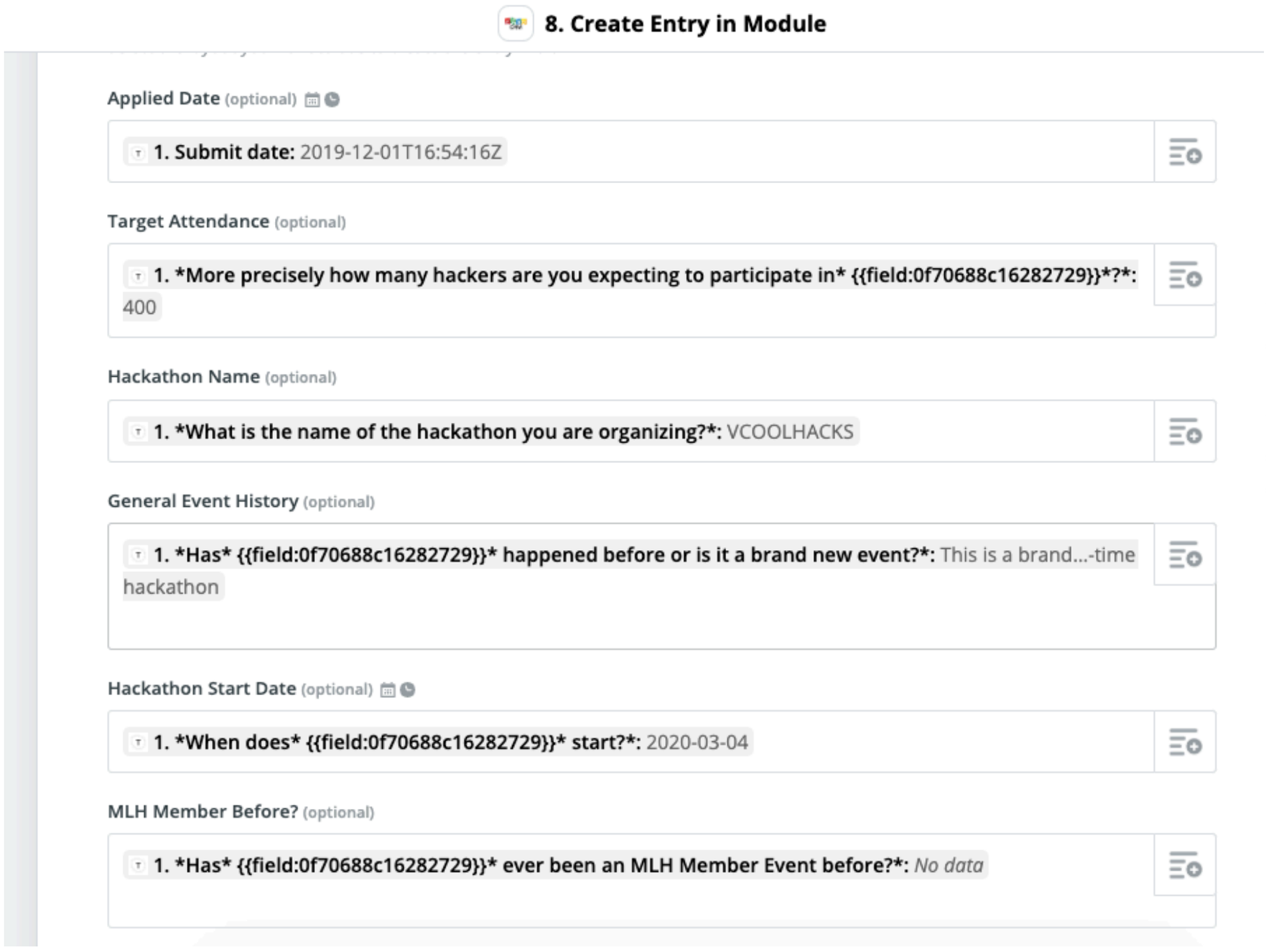
Showed respondents varying questions based on their profile.

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Connecting the Services

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Mapping the results to the CRM

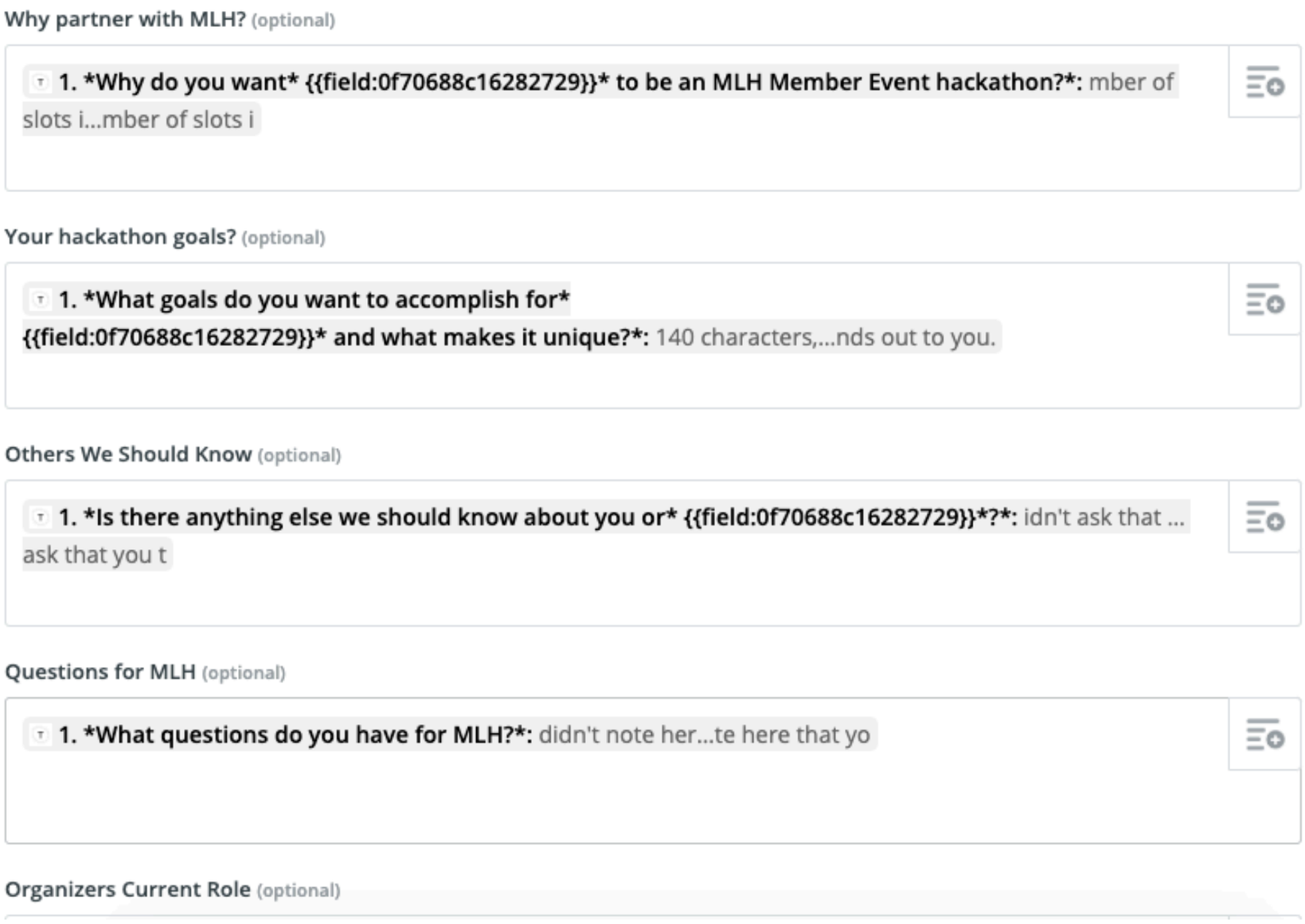


We mapped these values back to our CRM service using zapier and ran multiple tests.

We accounted for multiple combinations of answers and edge cases.

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Mapping the results to the CRM



Here you can see the unique ID values for the various types of fields we were mapping.

There were many question types we needed to format and convert to get them properly entered into our CRM of choice.

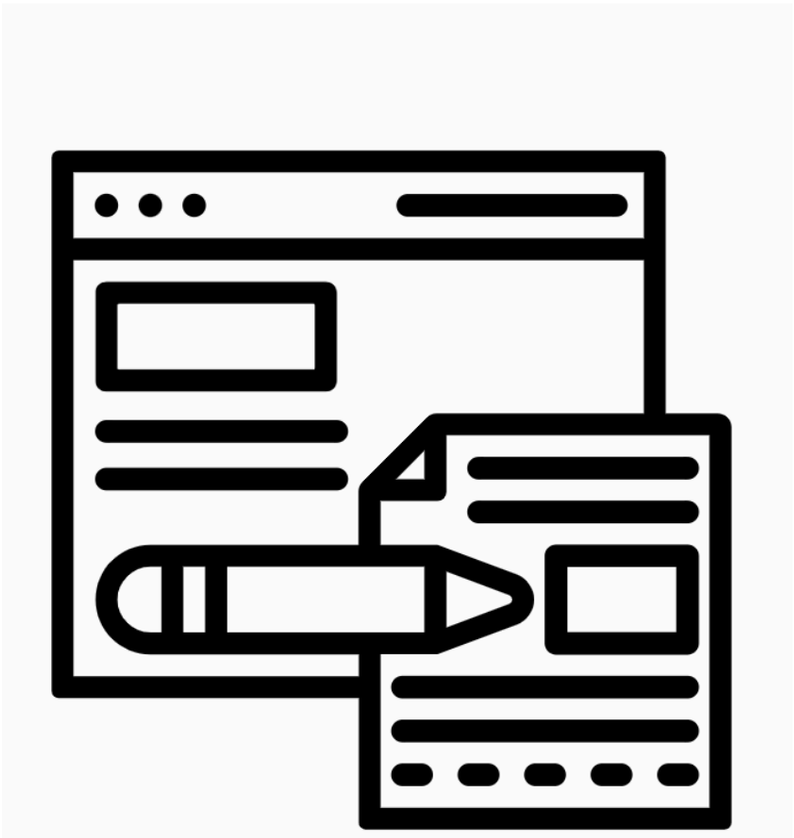
4

Results

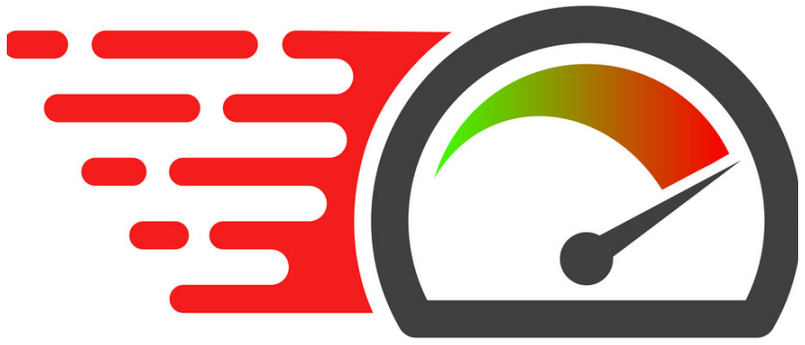
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Boosted student recruitment



Generated 1000+ new applications;



Streamlined experience for admins and applicants

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