Managing Guided Questionnaire's questions to optimize the customer experience

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alby Guided Questionnaire's pre-generated questions help customers find the best products for them. You can edit, delete, or add any pre-generated questions so that the best questions are given to each customer for the specific category they are interested in.

The Guided Questionnaire action also pre-generates possible answers to questions for customers.

When the Guided Questionnaire action is activated by a customer asking for a recommendation, alby asks a series of questions about the requested category, such as preferences, sizes, and styles. Customers can either click the pre-generated answer buttons or type their responses. Based on their input, they are either asked another question to narrow down the products or are given a list of products that meet their requirements.

The questions are automatically populated based on the unique set of categories that are available in your catalog. Each category has its own set of questions related to relevant product attributes.

Best practices

For best use of the Guided Questionnaire action, follow these guidelines:
- Review the pre-generated questions and answers to ensure they're comprehensive enough, adding or archiving questions as needed.
  - Once the questions are first automatically generated, all changes will need to be made manually.
- For subcategories with limited products, remove all questions to filter out the category from being used.
  - For example, if a subcategory has only two products, it isn't a good experience for the customer to be asked questions, then always be shown the same two products.

View your survey questions from the alby dashboard by navigating to **Knowledge > Survey Questions**.

Question management

In the survey questions page, you can view each category of your catalog, along with how many questions currently exist for that category.

Edit existing questions

On every question, you can edit the following:
- The wording of any questions
- Answers to questions

To access the question menu:

1. Click **View Questions** on the category you want to edit.

2. Click the pencil icon on the question to edit.

Add new questions

You can also write your own custom questions to add to the category survey.

To add a question:

1. Click **New Survey Question**.

2. Add your question to be asked to the customer.

3. Add up to five possible answers for the question.