



USER GUIDE

CUSTOMER SURVEY



BELVG

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1. Introduction to Customer Surveys

Know your customers! Create, publish and manage online surveys easily and effectively using our powerful **Magento Customer Survey** extension. Upload images and use them as answers, create text variants and publish surveys on any CMS page or even in the registration form. Configure different question sets to be displayed one by one. Analyze visually appealing survey result reports right in the back end.

Key features:

- Surveys on any CMS page and in the registration form
- Image and text answers
- Grouping questions into sets
- Smart system, filtering answered questions
- Visually appealing survey result reports

Overall information

Surveying your customers regularly and in a variety of ways is a critical part of running a successful business, regardless of your industry, product or service. Conducting customer surveys is a great way to gather valuable customer feedback and input on companies' products and services.

Our **Magento Customer Survey** extension allows you to publish surveys on CMS pages of your store and in the registration form. Change position and answer choices in seconds. Analyze survey result reports to make your business flexible and profitable.

2. How to Install and Deactivate

How to Install

Step 1. Check Permissions.

Make sure the "app", "skin", "media" and "js" directories of your Magento and all directories inside them have full written permissions or set permissions on each directory equal to 777 or 0777.

Important! Change all permissions back after installation.

Read more about permissions [here](#).

Step 2. Disable Cache.

Log into Magento **Admin Panel** and go to **System** → **Cache Management** and disable cache.

Read more about Cache Management [here](#).

Step 3. Disable Compilation.

Log into Magento **Admin Panel** and go to **System** → **Tools** → **Compilation** and disable the compilation.

Step 4. Upload files

Upload all files and folders from folder to the installation directory of your Magento software using an FTP client.

Step 5. Re-login.

Log out and back into Magento **Admin Panel**.

Step 6. Enable extension.

- a) Go to **System** → **Configuration**. In the left column you will see the new tab – **Belvg Extensions**.
- b) Enable extension for the whole website or selected store.

Now extension is installed and enabled.

After this step you can change all permissions, cache and compilation settings back.

How to Deactivate

Step 1. Disable Extension.

Log into Magento **Admin Panel** and go to **System** → **Configuration** → **Customer Surveys** → **Settings**

Select "Disable" to deactivate the extension. Click "Save Config" button.

The extension is now deactivated.

Step 2. Clear cache.

Go to **System** → **Cache Management**.

Clear the store cache.

3. How to Configure

Log in to the admin panel, and we will show all you may need to configure.

Navigate to **System** → **Configuration** → **Customer Surveys**.

Expand the **General Settings** tab.

Extension configuration

Customer Surveys Save Config

General Settings

This module was developed by www.BelVG.com. For docs & examples refer to the BelVG [web site](#).
We have the largest selections of [extensions](#) and [themes](#) on Magento.

Enabled for Frontend [STORE VIEW]

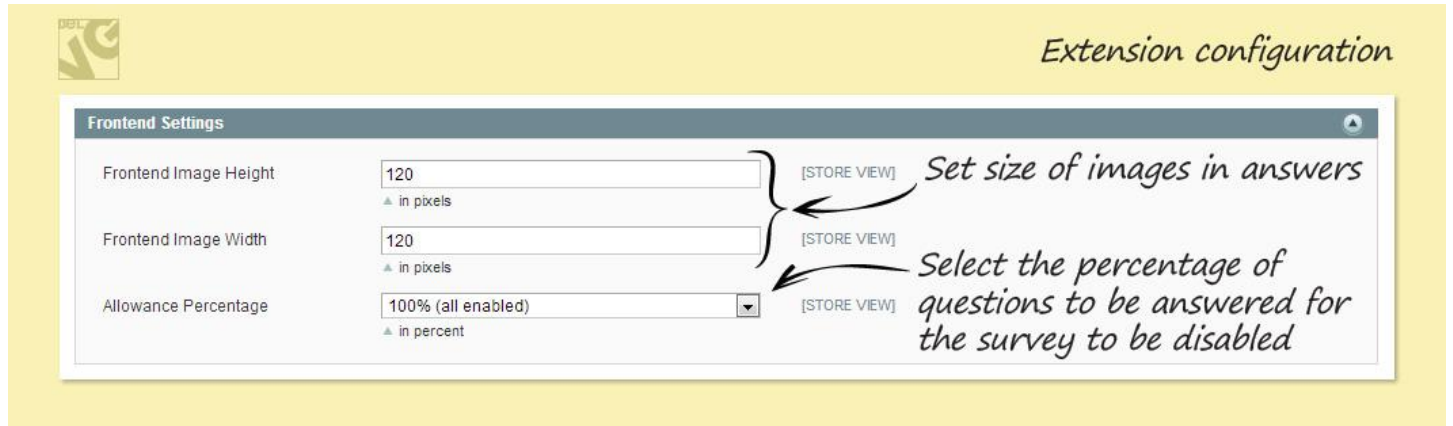
Enable In Registration Form [STORE VIEW]

Select if you want to enable surveys in the registration form

In the **Enabled for Frontend** menu, select if you want to enable the extension.

In the **Enable in Registration Form** menu, select if you want to enable the possibility for surveys to be displayed in the registration form.

Expand the **Frontend Settings** tab.



The screenshot shows the 'Frontend Settings' configuration window. It contains three settings:

Setting	Value	Unit	Action
Frontend Image Height	120	in pixels	[STORE VIEW]
Frontend Image Width	120	in pixels	[STORE VIEW]
Allowance Percentage	100% (all enabled)	in percent	[STORE VIEW]

Handwritten annotations in the image:

- A bracket groups the 'Frontend Image Height' and 'Frontend Image Width' settings with the note: *Set size of images in answers*
- An arrow points from the 'Allowance Percentage' setting to the note: *Select the percentage of questions to be answered for the survey to be disabled*

If configured, your surveys can have image answers. In the first two lines, configure **Height** and **Width** of these images.

The next menu is **Allowance Percentage**. In BelVG Customer Surveys, some questions can be present in different question sets. You can enable the option of hiding a set with the certain percentage of questions that have been already answered in other sets. In the menu, select this percentage. Select 100% for all surveys to be always displayed regardless of the percentage of the previously answered questions.

3.1. How to create questions and answers?






















In order to create a question, proceed to **Customers -> Surveys -> Questions**.

Manage questions

Question Management

Page 1 of 1 pages | View 20 per page | Total 7 records found

Add a new question [Add New](#) [Reset Filter](#) [Search](#)

Id	Title	Sets	Type	Actions
1	Which brand represents your style?	Registration Questions Homepage Questions	gallery	  
2	Which designer speaks to your style?	Registration Questions Homepage Questions	gallery	  
3	Which style you prefer?	Homepage Questions	gallery	  
4	What is your favorite car brand?	Registration Questions Homepage Questions	gallery	  
5	Which your favorite brand?	Homepage Questions	gallery	  
6	Do you like indie music?		dropdown	  
7			gallery	  

To add a new question, click the **Add New** button.

Create a question

Question Editor [Back](#) [Save and Continue Edit](#) [Save Question](#)

General Settings

Title * *← Enter the question*

Type * *← Select whether it should be image answers or drop-down answers*

Sort Order *← Enter the order number*

In the **Title** field, enter the text of the question.

In the **Type** field, select the question type. Select **Gallery** if you want the question to have image answers and **Drop-down** for text answers. In the **Sort Order** field, select the order number of the question in sets.

Click the **Save and Continue Edit** button. Proceed to the **Answers Management** tab and click the **Add New Answer** button.

Let's now create and edit answers.

Gallery-type answer



Answer Editor Back Save Answer

Answer Settings

Question Title * **L.A.M.B.** *Select the image*

Question Type *

Image 'jpg', 'png' or 'gif' *Enter the answer explanation displayed in the admin panel*

Answer Description * *Enter the order number*







Sort Order *


For a Gallery-type answer, in the **Image** field, select the image you want to be displayed as the answer. In the **Answer Description** tab, enter notes for the administrator. They will be displayed in the admin panel to give you a hint. In the **Sort Order** field, enter the position of this answer among others.


Group questions into sets


Question Sets Management Add New

Page 1 of 1 pages | View 20 per page | Total 2 records found Reset Filter Search

Id	Title	Questions	Store and Location	Actions
1	Registration Questions	Which brand represents your style? Which designer speaks to your style? What is your favorite car brand?	Main Website / English - Registration Main Website / German - Registration Main Website / French - Registration	  
2	Homepage Questions	Which brand represents your style? Which designer speaks to your style? Which style you prefer? What is your favorite car brand? Which your favorite brand?	Main Website / English - Cms or Popup Main Website / German - Cms or Popup Main Website / French - Cms or Popup	  

Edit the set → 

View results → 

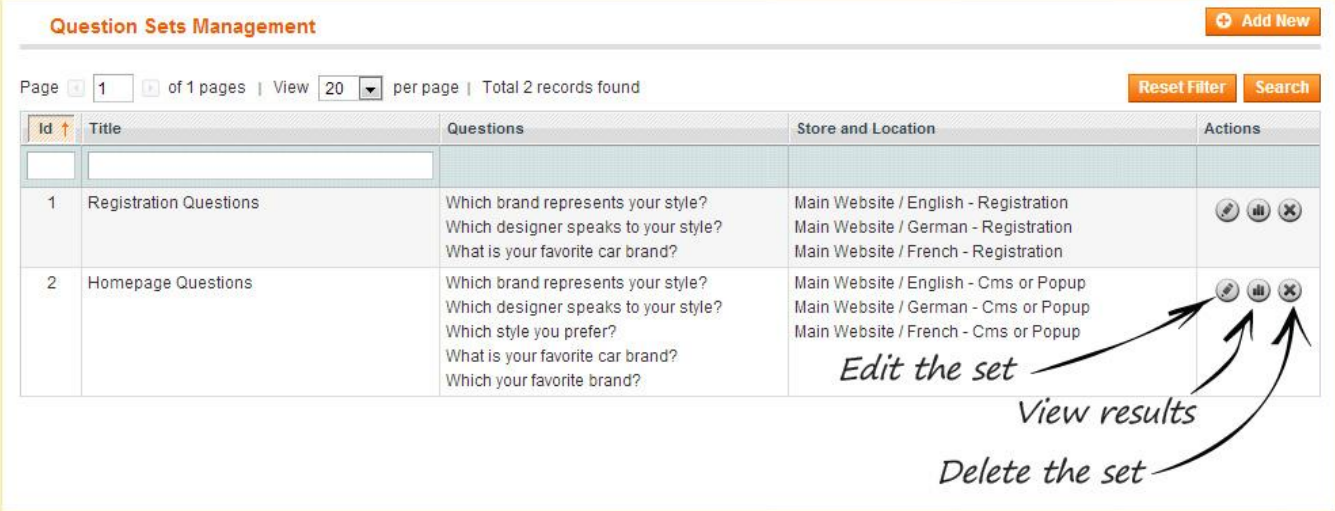
Delete the set → 

For a Drop-down-type answer, in the **Answer Value** field, enter the text of the answer. In the **Answer Description** tab, enter notes for the administrator. They will be displayed in the admin panel to give you a hint. In the **Sort Order** field, enter the position of this answer among others.

3.1. How to create question sets?







Go to Customers -> Surveys -> Question Sets.

Group questions into sets



Question Sets Management + Add New

Page 1 of 1 pages | View 20 per page | Total 2 records found Reset Filter Search

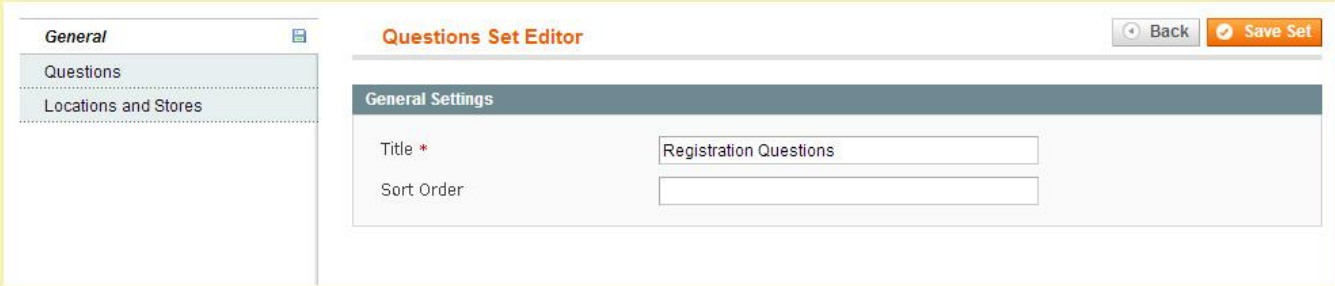
Id ↑	Title	Questions	Store and Location	Actions
1	Registration Questions	Which brand represents your style? Which designer speaks to your style? What is your favorite car brand?	Main Website / English - Registration Main Website / German - Registration Main Website / French - Registration	  
2	Homepage Questions	Which brand represents your style? Which designer speaks to your style? Which style you prefer? What is your favorite car brand? Which your favorite brand?	Main Website / English - Cms or Popup Main Website / German - Cms or Popup Main Website / French - Cms or Popup	  

Edit the set *View results* *Delete the set*

Group questions into sets to publish surveys on your store.

To create a new set, click the **Add New** button.

Name the set



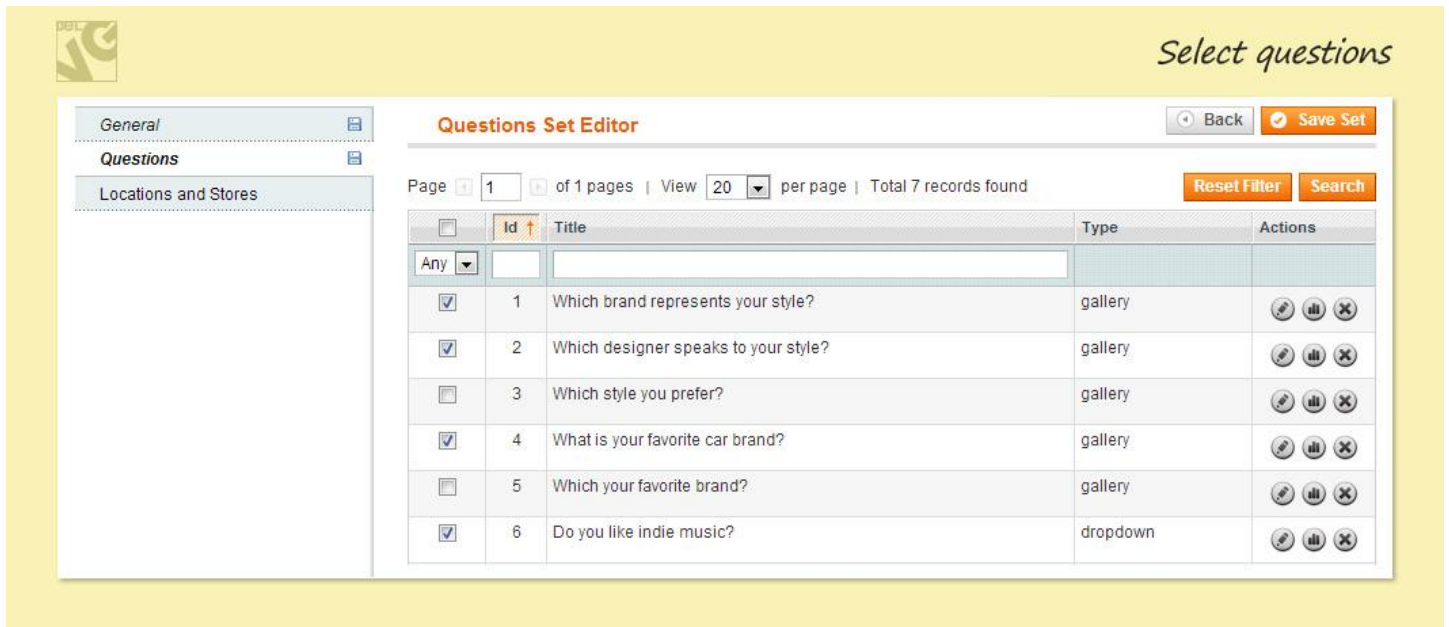
Questions Set Editor Back Save Set

General Settings

Title *

Sort Order

In the **General** tab, enter the title of the set. It will be displayed in the back-office.



Select questions

In the **Questions** tab, select the question you want to add to this set. Save the selection.

Finally, in the **Locations and Stores** tab, select whether you want the set to be displayed in the registration form or on the front end (CMS page).

To publish the set on the CMS page, go to **CMS -> Pages**. Click the page you want to add the survey on (e.g., Home Page). Proceed to the **Design** tab. In the **Layout Update XML** field, insert the following piece of code:

```
{{block type="customerinterview/cms" name="ci.block" block_id=1  
template="customerinterview/cms/content_template.phtml"}}
```

If you want all the sets, enabled for the frontend, to be displayed one by one on this page, delete the **block_id=1** part.

If you want the specific set to be displayed, enter the ID number of this set instead of **1**.




4. How to Use

If configured, your survey appears in the registration form.




Registration form

Registration Questions



1. What is your favorite car brand?

2. Which brand represents your style?

3. Which designer speaks to your style?

Questions can be displayed in the registration form

It can also be displayed on any CMS page:

Home page

The screenshot shows a Magento e-commerce homepage. At the top, there is a search bar with the text "Search entire store here..." and a "Search" button. Below the search bar, the Magento logo is displayed on the left, and the user is greeted with "Welcome, John Doe!". Navigation links for "My Account", "My Wishlist", "My Cart", "Checkout", and "Log Out" are visible. A language selector shows "Your Language: English".

The main content area features a navigation menu with "Furniture", "Electronics", and "Apparel". Below this, there are three promotional banners:

- Anashria:** "Get it while they last Limited Offer 20% OFF".
- Buy Canon REBEL:** "Starting at \$499".

The central section is titled "Homepage Questions" and contains three questions with brand options:

Questions can be displayed on the home page or any CMS page

1. What is your favorite car brand?
 - Mercedes-Benz
 - BMW
 - Audi
2. Which your favorite brand?
 - hp invent
 - ASUS
 - TOSHIBA
3. Which style you prefer?

On the right side, there are three utility boxes:

- COMPARE PRODUCTS:** "You have no items to compare."
- MY CART:** "You have no items in your shopping cart."
- COMMUNITY POLL:** "What is your favorite Magento feature?" with radio button options: Layered Navigation, Price Rules, Category Management, and Compare Products.

At the bottom right, there is a "BACK TO SCHOOL" promotion: "Keep your eyes open for our special Back to School items and save BIG!".

Go to **Customers** -> **Surveys** -> **Question Sets**.

Click the statistics icon in the **Actions** column to view the survey stats.











Do you have questions about extension configurations?

[Contact us](#) and we will help you in a moment.



Our Office: *M.Bogdanovicha 130, Minsk, Belarus*

We look forward to your feedback. Comments, opinions and suggestions are largely appreciated. Read our **blog** and follow us on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#) to know BelVG latest news, analytics and discount offers. See you online!

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|  | Facebook page | http://facebook.com/BelVGcom |  | In page | http://linkedin.com/company/belvg |
|  | Twitter page | http://twitter.com/BelVG_com |  | Skype | store.belvg |
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