

FD - P13 bis. Sending the Survey

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Version Control

Version	Date	Description	Author
v.1	22.03.2021	Creation	Josiane Peytraud

1. "Pushing the button"

To send the survey, change the value of the field "**Send NPS Survey**", set it to "Yes" and click on "Save". You'll immediately see that the value will be set to "No" but the job which creates NPX Survey Records has been launched.

This job will create 1 record in the object NPX Survey Record per Campaign Member with the status "Added" or "Nominated".

2. NPX Survey Records

The main updates of the status and status description will be:

Action	Status	Status Description
NPX Survey Records creation	Nominated	Empty
NPX batch didn't succeed in its creation in his tool	FAILED	Error description
NPX batch creates the records in his tool	SUCCESS	Survey Records created in NPX
The survey is sent, waiting for an answer	Invitation delivered	Not Started
The survey is sent, waiting for an answer since 1 week	First Reminder delivered	Not Started
The survey is sent, waiting for an answer since 2 weeks	Second Reminder delivered	Not Started
The contact answered immediately	Invitation delivered	Response Received
The contact answered after 1st reminder	First Reminder delivered	Response Received
The contact answered after 2nd reminder	Second Reminder delivered	Response Received

But we can have additional ones depending if the email is bounced, if the contact opt-out, ...

Overview: Invitation status and sub status

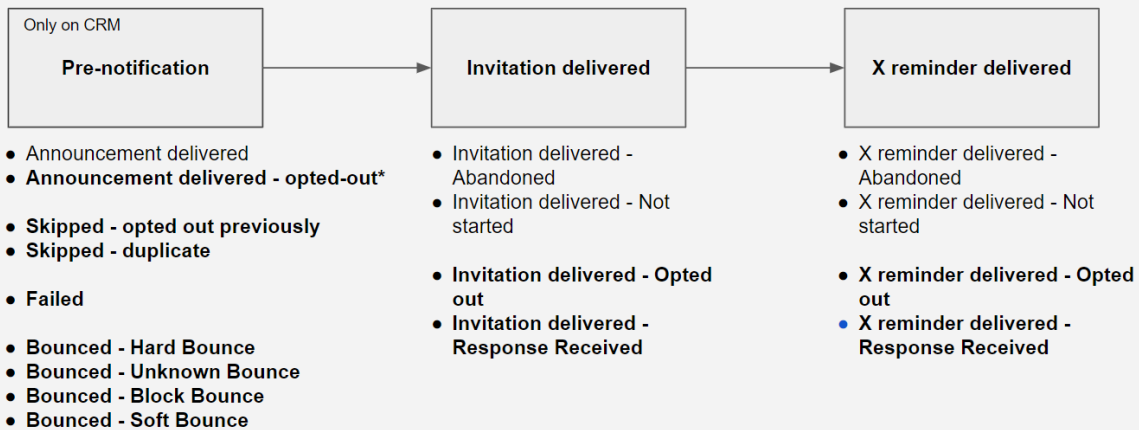
Invitation status	Definition	Invitation sub status
Invitation not sent	Survey invitations that are yet not sent to the contacts	-
Invitation delivered	Invitations that have been successfully delivered to the contacts. Including abandoned surveys & opted out.	<ul style="list-style-type: none"> • Not started • Response received • Abandoned • Opted Out
Skipped	Invitations that have been skipped due to no send rules, or contacts who opted out from a previous survey	<ul style="list-style-type: none"> • No send rule • No send rule group • Duplicate • Opted out previously • Opt out by others
Bounced	Invitations where the application attempted delivery but received a response that the email was undelivered.	Hard Bounce – Completely undeliverable (user unknown) Soft Bounce – Email appears to be temporarily undeliverable: <ul style="list-style-type: none"> • Block Bounce (spam blocked or relay denied) • Soft Bounce (Mailbox full) • Soft Bounce (Others)

*Opt-out: The contacts clicked on "Unsubscribe" in the email



Overview (II)

- NPX survey records have different status :



*Opt-out : The contacts clicked on "Unsubscribe" in the email. No communication related to NPS can be sent to them anymore
 ** Bold = Blocked at this stage. Can't move forward in the flow. Last stage



From email name = name of who will send the survey. Set up dynamically depending on the GBU. For GSKA Campaign, forced to Solvay.

From email = email of who will send the survey. Set up dynamically depending on the GBU. For GSKA Campaign, forced to Solvay.feedback@solvay.com

3. Sending the Survey

NPX Tool runs a job every 2 hours to get any new NPX Survey Records in order to create it in his tool.

If a pre-notification is requested in the set-up of the Survey in NPX, an email is sent to the contacts to advise them that they are going to receive a survey from Solvay in a couple of days.

On the D-Day, the survey is sent to the contacts.

Depending on the set-up, if no answer is received after 1 week, a reminder is sent to the contact. Same thing after 2 weeks and after 3 weeks.

All this is set-up in NPX tool by NPS Team.

From the Campaign, click on "View All" on the NPS Survey Record Section to see all the NPX Survey records with their status. You can also easily filter them to find the ones in error for example.

Campaigns > Market NPS Silica 2021
NPX Survey Records New Change Owner

50+ Items - Updated il y a quelques secondes

<input type="checkbox"/>	NPX Survey Re...	Account	Contact	Response Rec...	Status	Status Description
1	<input type="checkbox"/> a0R080000KB3P9	PT AZELIS INDONESIA DISTRIBUSI	Jaka Umbara		First Reminder Delivered	Not Started
2	<input type="checkbox"/> a0R080000KB3PA	NIPPON SHEET GLASS CO., LTD.	Hiroki KAGEYAMA	19/03/2021 05:16	Invitation Delivered	Response Received
3	<input type="checkbox"/> a0R080000KB3PB	CONTINENTAL REIFEN DEUTSCHLAND GMBH	Andreas Topp		First Reminder Delivered	Not Started
4	<input type="checkbox"/> a0R080000KB3PC	ORCHEM IMPORT & EXPORT A/C ORKILA EGYPT...	Mark MORRIS		First Reminder Delivered	Not Started
5	<input type="checkbox"/> a0R080000KB3PD	NEXEN TIRE CO.	Jung-Won LEE		Bounced	Block Bounce - Possibly spamblocked
6	<input type="checkbox"/> a0R080000KB3PE	NANKANG RUBBER TIRE CORP., LTD.	Shi Hong Wang		First Reminder Delivered	Not Started
7	<input type="checkbox"/> a0R080000KB3PF	COOPER TIRE & RUBBER COMPANY EUROPE LTD	Vincent BÉZARD		First Reminder Delivered	Not Started
8	<input type="checkbox"/> a0R080000KB3PG	PROMETON TYRE GROUP S.R.L.	Paola PINACCI		First Reminder Delivered	Not Started
9	<input type="checkbox"/> a0R080000KB3PH	CALDIC IBERICA S.L.U.	JOSE INIESTA		First Reminder Delivered	Abandoned
10	<input type="checkbox"/> a0R080000KB3PI	ENTEK INTL LLC	Larry Keith		First Reminder Delivered	Not Started
11	<input type="checkbox"/> a0R080000KB3PJ	ENTEK INTL LTD	Michelle Campbell-Robson		First Reminder Delivered	Not Started
12	<input type="checkbox"/> a0R080000KB3PK	CHENG SHIN TIRE & RUBBER (CHINA) CO., LTD.	Jim Chen		First Reminder Delivered	Not Started
13	<input type="checkbox"/> a0R080000KB3PL	BRIDGESTONE POZNAN SP. Z O.O.	Szymon Schroeder		First Reminder Delivered	Not Started
14	<input type="checkbox"/> a0R080000KB3PM	PIRELLI TYRES ROMANIA SRL	Carmen Prioteasa		First Reminder Delivered	Not Started

Quick Filters

NPX Survey Record ID

Account

Contact

Response Received Date

Start - End

Status

We can send a survey to a contact only every 6 months. This can be a reason of Failed or Skipped. it's what we call the "Fatigue".

Opt-out: when the contact click on "Unsubscribe", the information is updated on the survey and replicated on the contact. The user can click on "Unsubscribe" at 2 points:

- On the pre-notification => he will not receive the survey
- On the survey

Opt-outs are flagged in CRM AND in NPX (if they exist there)

If contact unsubscribed after the send of the survey, Status = Invitation delivered and Status description = Opted Out

4. Issues in the Sending => what to do ?

4.1 Issues when creating the NPX Survey Records in NPX Tool:

When the NPX Tool job tries to create the NPX Survey Records in its data base, it can happen that there are some errors and don't create it. In such a situation, we are getting the status "FAILED" and the Status Description contains the reason why the creation didn't succeed. For example, we can have: "erox84@invalid.com77051 is not a valid value for the Email column in survey Frontline NPS - GSKA. Please ensure you have correct email format, for example joe@acme.com."

The filed NPX Contact Record ID will remain empty.

In this situation, correct the issue, and set back the field Status of the NPX Survey Record to "Nominated". The following NPX Tool job will get it again and re-try to create it in its data base.

4.2 Issues when sending the 1st email:

When sending the 1st email, it happens that we are getting some issues.

Here is how NPX Tool manages them:

Bounce Type	System Behavior	Recommendation
Hard bounce - A persistent email delivery failure	Amazon SES does not retry hard bounces, with the exception of DNS lookup failures	We strongly recommend that you do not make repeated delivery attempts to email addresses that hard bounce. Ownership should lie with frontline Account/Sales team to correct the email address
Soft bounce - A temporary email delivery failure (like network failure, email box full etc)	Amazon SES retries soft bounces multiple times (around 12-24 hours). If the email still cannot be delivered, then Amazon SES stops retrying it	Resend surveys after few days or check how reminders go through. Ownership should lie with client program team to drive this, depending up on the volume.
Blocked bounce (spam blocked) - Emails got blocked by Spam blockers Unknown Bounce - Recipient email server did not provide a reason for the bounce	Amazon SES won't retry	<ol style="list-style-type: none"> 1. Check email box where replies come to whether there are any captcha required to verify legitimacy. 2. Review the email survey with online tools to see how prone it is to be marked a spam. 3. Request account teams to talk to the clients (can work in B2B) to whitelist the email address at their end

If the contact is Bounced with a description starting with "Hard Bounce", a notification is sent to the Frontline Employee. As generally, it's because the email address is wrong. he can update it on the contact. This update will set the status of the Campaign Member to "Nominated". It will also tick the check box "Archived Bounced email" for Core.

That's why NPS Team needs to regularly review in there are such updates (Campaign Member in status "Nominated"). If so, then they need to send again the survey. So we'll create new NPX Survey Record and NPX batch tool will also create a new record on its side and try to send the survey to this new email address.

If for an unknown reason, the status of the campaign member isn't set to "Nominated" after changing the email address of the contact, you can do it manually. To do so, go to the Campaign and click on "View All" in the "Campaign Members" section.

Campaigns > Market NPS Silica 2021
Campaign Members Manage Campaign Members

50+ Items - Sorted by Last Modified Date - Updated 11 y a une minute

<input type="checkbox"/>	Type	Nomin...	First ...	Last Name	Title	Company
1	Contact	Nominated	Ken	Kayashima		BRIDGESTONE AMERICAS TIRE OPERATIONS
2	Contact	Processed	Norbert	Huber	Project Manager Product Development and Claim Substantiation	COLGATE PALMOLIVE EUROPE SARL
3	Contact	Processed	Jonathan	Pratten	Innovation Director Gum Health	GLAXOSMITHKLINE CONSUMER HEALTHCARE
4	Contact	Processed	Merijn	Veldkamp		DENKAVIT INGREDIENTS BV
5	Contact	Processed	Lena	Kobstaedt		CALDIC INGREDIENTS DEUTSCHLAND GMBH
6	Contact	Processed	CATERINA	PUNSOLA	QHSE Responsible	CALDIC IBERICA S.L.U.
7	Contact	Processed	Ajeng	Risalina	Raw Material Purchasing	PT MULTISTRADA ARAH SARANA TBK
8	Contact	Processed	Herlina	Yolanda Silaban	PPIC	PT MULTISTRADA ARAH SARANA TBK
9	Contact	Processed	Leonardus	Kuswanto	Director	PT.MITRA FINEX ANTARNUSA
10	Contact	Processed	Caroiha	Setiawati Phaing	Manager Feed-Food Division	PT UNITED CHEMICALS INTER ANEKA
11	Contact	Processed	Agus	Wibisono	Vice Division Manager - Food	PT UNITED CHEMICALS INTER ANEKA
12	Contact	Processed	Paula	Jaramilio		DISAN COLOMBIA SA
13	Contact	Processed	MANON	GUILLEMOT		DENKAVIT FRANCE
14	Contact	Processed	Roberta	Freitas	Divisional Procurement Manager - Latam	COLGATE PALMOLIVE INDUSTRIAL LTDA
15	Contact	Processed	Vianey	Franco	Material Process and Delivery	PROCTER & GAMBLE MFG MEXICO
16	Contact	Processed	Vltor	Romancine		ALLTECH DO BRASIL AGROINDUSTRIAL LTDA

Quick Filters ×

Type

Lead

Contact

Nomination Status

First Name

Last Name

Title

Company

Search your contact with the quick filter and use the small arrow to open it in edit mode. Change the "Nomination status" from "Processed" to "Nominated" and save.