

Surveys

What is it for?

The **Surveys** screen lists the satisfaction and feedback surveys you show to guests and shows their results. A survey can open on the Wi-Fi login screen, or go to the guest as a link by SMS / WhatsApp. It can send satisfied guests on to review sites such as Google. Product rating questions also appear as star badges on your digital menu.

If you are setting up a new survey, go to [Creating a survey](#). This page covers reading the list and a survey's results, and exporting them.

When do you use it?

- When you want to follow guest satisfaction (NPS, star rating).
- When you want to read the comments guests wrote.
- When you need survey results as Excel, CSV or PDF.

Before you start

- Surveys are part of the Bumerang marketing package. Without it the screen says "Marketing Module Inactive": "A Marketing Pro license upgrade is required to use surveys, Google Review redirection and guest satisfaction measurement tools. Please contact your reseller."

Step by step: read survey results

1. In the left menu, under **Bumerang**, open the **ENGAGEMENT** heading and click **Surveys**. The list opens: **Survey, Status, Questions, Responses, Completion, Created, Actions**.

USEROAM

Surveys
Surveys and feedback forms for your guests

+ New Survey

Home > Marketing > Surveys

5 surveys shown
25 records

Search:

SURVEY	STATUS	QUESTIONS	RESPONSES	COMPLETION	CREATED	ACTIONS
Bizi tavsiye eder misiniz? Review redirection	Draft	2	18	18 / 18 %100	22.06.2026	
Misafir Memnuniyet Anketi Review redirection	Active	5	31	31 / 31 %100	22.06.2026	
Lezzet & Servis Geri Bildirimi Review redirection	Active	4	29	27 / 29 %93	22.06.2026	
Bizi tavsiye eder misiniz? Review redirection	Draft	2	24	24 / 24 %100	17.06.2026	
Deneyiminizi paylaşır mısınız? Review redirection	Active	3	28	28 / 28 %100	09.06.2026	

5 surveys / 1 - 5

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- Press the eye icon (**Details**) on a survey's row. The pencil icon (**Edit**) edits the survey. The **Review redirection** badge under the survey name shows that redirection to a review site is on for that survey.

5 surveys shown
25 records

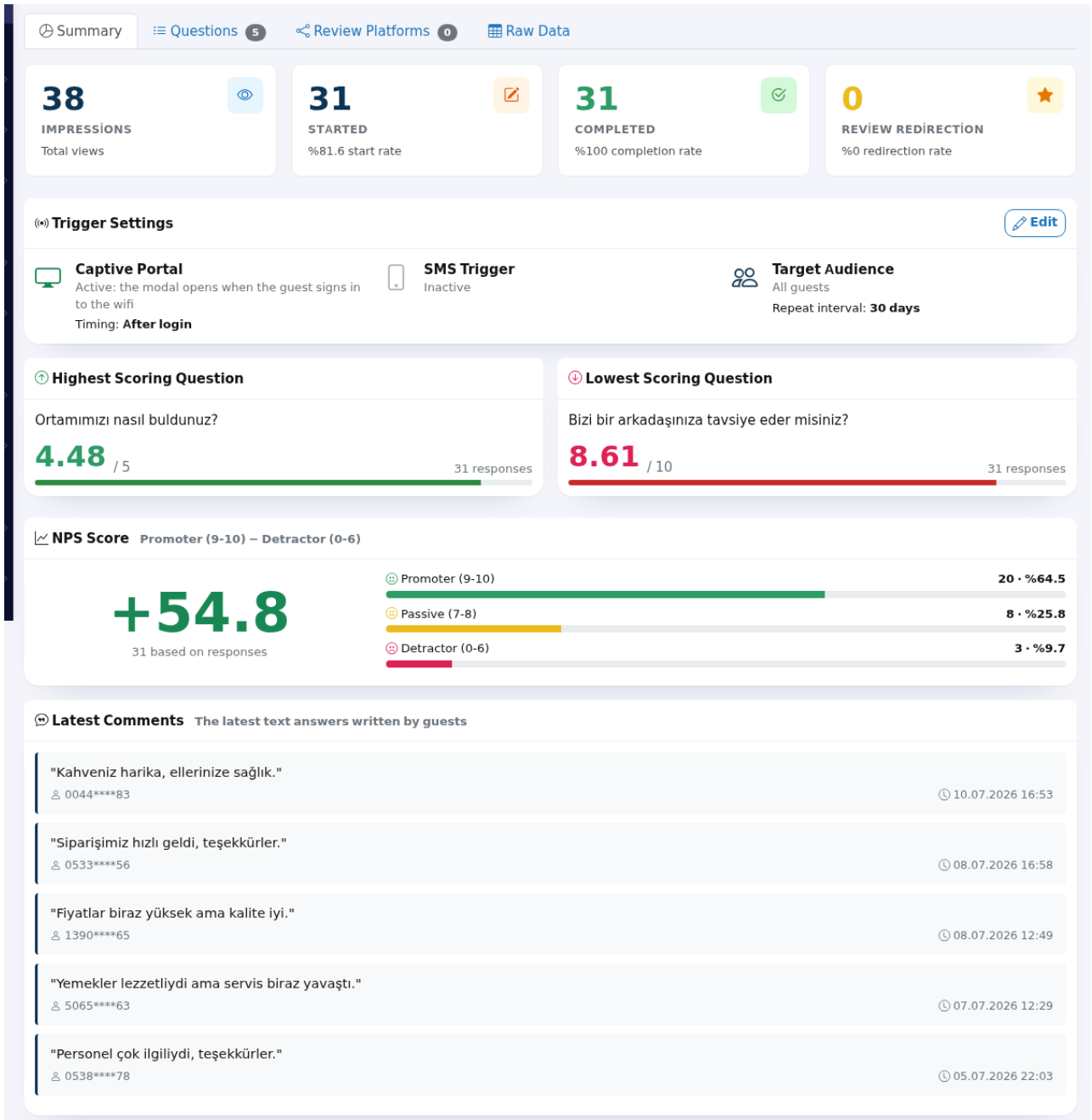
Search:

SURVEY	STATUS	QUESTIONS	RESPONSES	COMPLETION	CREATED	ACTIONS
Bizi tavsiye eder misiniz? Review redirection	Draft	2	18	18 / 18 %100	22.06.2026	
Misafir Memnuniyet Anketi Review redirection	Active	5	31	31 / 31 %100	22.06.2026	
Lezzet & Servis Geri Bildirimi Review redirection	Active	4	29	27 / 29 %93	22.06.2026	
Bizi tavsiye eder misiniz? Review redirection	Draft	2	24	24 / 24 %100	17.06.2026	
Deneyiminizi paylaşır mısınız? Review redirection	Active	3	28	28 / 28 %100	09.06.2026	

5 surveys / 1 - 5

1

- The details screen opens on the **Summary** tab. At the top, four boxes: **Impressions** (total views), **Started** (start rate), **Completed** (completion rate), **Review Redirection** (redirection rate). Below: **Trigger Settings**, **Highest Scoring Question**, **Lowest Scoring Question**, **NPS Score** and **Latest Comments**.



4. The **Questions** tab has a chart for each question: **Average** and distribution for score questions, **Option / Count** for choice questions, the latest answers for text questions.

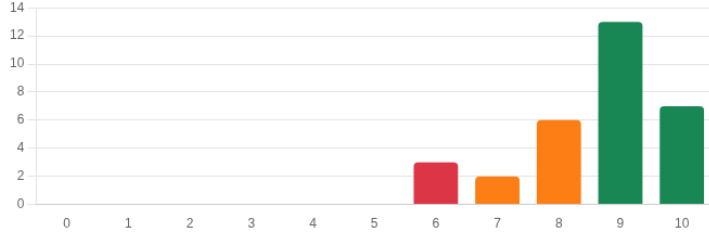
#1 · NPS 0-10 Required

Bizi bir arkadaşınıza tavsiye eder misiniz?

Average

8.61/10

31 responses



OPTION	COUNT	%
6	3	%9.7
7	2	%6.5
8	6	%19.4
9	13	%41.9
10	7	%22.6

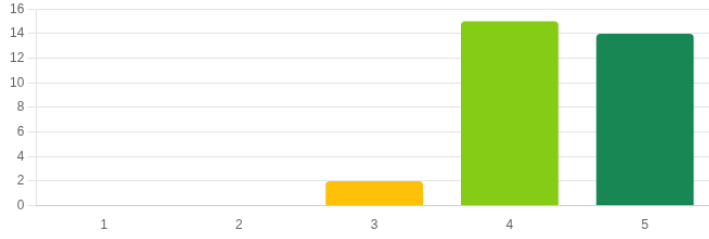
#2 · Star 1-5 Required

Hizmet kalitemizi puanlayın

Average

4.39/5

31 responses



OPTION	COUNT	%
3	2	%6.5
4	15	%48.4
5	14	%45.2

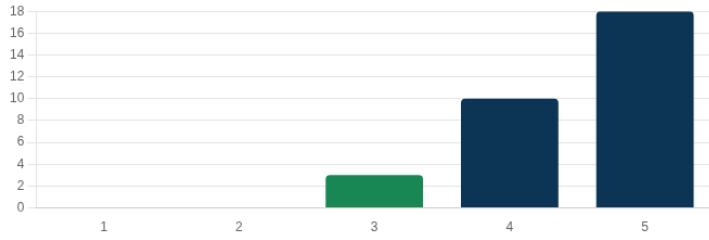
#3 · Emoji

Ortamımızı nasıl buldunuz?

Average

4.48/5

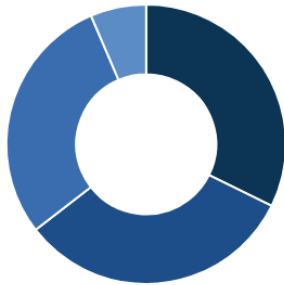
31 responses



OPTION	COUNT	%
3	3	%9.7
4	10	%32.3
5	18	%58.1

#4 · Single Choice

En çok beğendiğiniz ne oldu?



■ Servis
■ Fiyat/Performans
■ Atmosfer
■ Yemekler

OPTION	COUNT	%
Servis	10	%32.3
Fiyat/Performans	10	%32.3
Atmosfer	9	%29
Yemekler	2	%6.5

#5 · Text

Eklemek istedikleriniz

Last 12 answers

"Kahveniz harika, ellerinize sağlık."

🕒 10.07.2026 16:53

"Siparişimiz hızlı geldi, teşekkürler."

🕒 08.07.2026 16:58

"Fiyatlar biraz yüksek ama kalite iyi."

🕒 08.07.2026 12:49

"Yemekler lezzetliydi ama servis biraz yavaştı."

🕒 07.07.2026 12:29

"Personel çok ilgiliydi, teşekkürler."

5. The **Review Platforms** tab shows how many times satisfied guests clicked each review site (**Platform Click Statistics**). Press **Add / Edit Platform** to add one.

 **Platform Click Statistics** Total redirection clicks: 0 [Add / Edit Platform](#)

No review platform has been added to this survey yet.

[Add Platform](#)

6. The **Raw Data** tab shows each survey session on one row: **Date**, **Channel**, **Guest** (masked), **Status**, the answer to each question and **Redir.** (whether the guest was sent to a review site). Use the search box to filter.

Raw Data

[Excel](#) [CSV](#) [PDF Report](#)

38 sessions

25

records

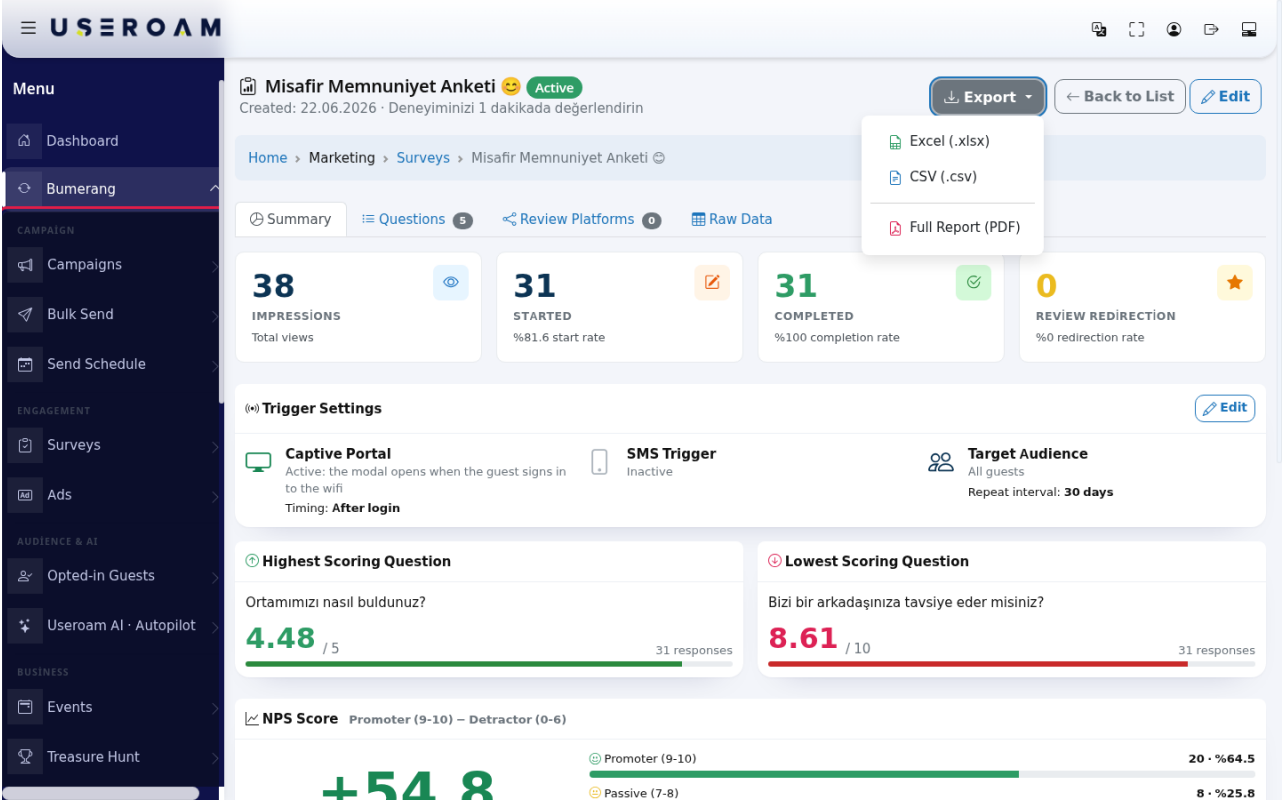
Search:

DATE	CHANNEL	GUEST	STATUS	BİZİ BİR ARKADAŞINIZA TAVSİYE EDER Mİ...	HİZMET KALİTEMİZİ PUANLAYIN	ORTAMIMIZI NASIL BULDUNUZ?	EN ÇOK BEĞENDİĞİNİZ NE OLDU?	EKLEMENİZ İSTEDİKLERİNİZ	REMARKS
30.06.2026 20:47	Portal	5313****50 sms	Completed	9	4	5	Atmosfer	Ortam çok keyifliydi, bayıl...	
30.06.2026 08:21	SMS	5303****86 sms	Completed	10	4	4	Atmosfer	Fiyatlar biraz yüksek ama k...	
29.06.2026 17:47	Portal	0538****38 sms	Completed	10	5	5	Fiyat/Performans	—	
29.06.2026 14:56	Portal	5510****55 sms	Completed	8	4	5	Fiyat/Performans	Personel çok ilgiliydi, teş...	
28.06.2026 21:47	Portal	5303****86 sms	Completed	10	4	5	Servis	—	
28.06.2026 17:34	Portal	5443****94 sms	Completed	8	5	3	Servis	—	
28.06.2026 13:08	SMS	5435****27 sms	Skipped	—	—	—	—	—	
28.06.2026 11:23	Portal	5316****31 sms	Completed	6	5	4	Atmosfer	Personel çok ilgiliydi, teş...	
27.06.2026 17:37	SMS	5514****83 sms	Skipped	—	—	—	—	—	
27.06.2026 09:48	Portal	5459****72 sms	Completed	6	5	4	Yemekler	—	
25.06.2026 17:48	SMS	0532****78 sms	Completed	9	5	3	Atmosfer	—	
25.06.2026 11:03	SMS	NA*** NA*** AK*** sms	Completed	9	4	4	Atmosfer	Personel çok ilgiliydi, teş...	
23.06.2026 08:11	Portal	5364****70 sms	Completed	9	4	5	Servis	—	
20.06.2026 20:49	Portal	5365****70 sms	Completed	8	4	5	Servis	—	
20.06.2026 16:39	Portal	5399****30 sms	Completed	10	4	4	Servis	—	
20.06.2026 15:45	Portal	5300****26 sms	Completed	9	5	5	Atmosfer	—	
19.06.2026 22:11	Portal	5386****45 sms	Completed	7	5	4	Servis	—	
18.06.2026 16:45	Portal	0044****83 sms	Completed	9	5	5	Fiyat/Performans	—	
16.06.2026 17:01	Portal	0530****89 sms	Completed	9	4	4	Atmosfer	—	
11.07.2026 18:31	Portal	5364****70 sms	Skipped	—	—	—	—	—	
11.07.2026 17:17	Portal	5346****45 sms	Completed	8	4	5	Fiyat/Performans	—	
11.07.2026 13:14	Portal	5385****61 sms	Skipped	—	—	—	—	—	
10.07.2026 16:51	Portal	0044****83 sms	Completed	9	3	5	Servis	Kahveniz harika, ellerinize...	
10.07.2026 16:24	Portal	5065****60 sms	Completed	6	5	4	Servis	—	
10.07.2026 10:02	Portal	**** sms	Shown	—	—	—	—	—	

38 sessions / 1 - 25

[1](#) [2](#)

7. To get the results as a file, press **Export** at the top right: **Excel, CSV** or **Full Report (PDF)**. The PDF report opens as a PDF file in a new tab; you can download or print it there.



Items on the list screen

Item	Meaning
Status badges	<i>Draft</i> (not shown to guests), <i>Active</i> (published), <i>Paused</i> , <i>Completed</i> , <i>Archive</i> .
Title	"Surveys and feedback forms for your guests". Without the package the top says "This module is not active yet".
SMS timing	In the SMS trigger box on the details screen the send time is written as "... minutes later", "... hours later", "... days later", "... weeks later" or "... months later".
Completion	Completed / started sessions and a percentage (example: 27 / 29, %93).
List tools	"... surveys shown", records per page (... records, All), the Search: box, and "... surveys / 1 - 5" at the bottom. With no results: "No surveys found" or "No surveys".
Empty list	"No Surveys Yet": "Create your first survey to measure guest satisfaction, increase your Google Review count or improve your service." and "You can start in 1 click with ready templates: NPS, Star, Star+Comment...". Press Create My First Survey .

Item	Meaning
Page tour	Create a survey ("Measure guest satisfaction: product rating questions appear as star badges on the menu.") and Your surveys ("Response volume and status are here. Use the buttons in the row for details and export.").

Items on the details screen

Item	Meaning
Title row	Survey name, status badge, Created: date and description. On the right: Export, Back to List, Edit.
With no answers	"No Responses Yet": "This survey has not received any responses yet." If it is a draft: "The survey is in Draft status; set the status to "Active" to publish it."; if live: "Your survey is live. It will be shown when your guests connect to the wifi or click the SMS link." and an Edit Survey button.
Trigger Settings	Captive Portal: "Active: the modal opens when the guest signs in to the wifi" or <i>Inactive</i> ; Timing: <i>Before login / After login</i> . SMS Trigger: "Active: automatic SMS is being sent", Sent: and clicks; the send time (<i>Immediately (as soon as login finishes)</i> , ... minutes / hours / days / weeks / months later). Target Audience: <i>All guests, First-time visitors or Returning guests</i> ; Min. logins, Repeat interval: ... days, "Mandatory: cannot be skipped", Display/SMS time range. Edit on the right opens the settings.
NPS Score	"Promoter (9-10) – Detractor (0-6)": the share of guests scoring 9-10 minus the share scoring 0-6. Below it: Promoter (9-10), Passive (7-8), Detractor (0-6) counts and "based on ... responses".
Latest Comments	"The latest text answers written by guests", with masked phone and date.
Question types	<i>Star 1-5, NPS 0-10, Emoji, Single Choice, Multiple Choice, Yes/No, Text</i> . Required questions have a <i>Required</i> badge. With no answers: "This question has not been answered yet." or "Question charts cannot be shown because there are no answers yet.". Text questions show "Last ... answers".
Platform table	Platform, Status, Clicks; the main target has a <i>Primary</i> badge; with no address it says "URL empty". Total redirection clicks: . With no platform: "No review platform has been added to this survey yet." and Add Platform.

Item	Meaning
Raw Data statuses	<i>Shown, Started, Completed, Skipped, Expired</i> ; the Redir. column shows <i>Yes / No</i> or "Redirected (no platform information)". Channel: <i>Portal, SMS</i> . At the top: "... sessions"; the screen shows a limited number of rows ("first ... shown; download "Excel" or "CSV" for all)"). With no sessions: "No sessions yet. Once the survey is published and answers start arriving, you can see the detail of every session here." List tools: "... sessions / 1 - 25", "No records", "No sessions". Top right: Excel, CSV, PDF Report .

PDF report (Survey Report)

Full Report (PDF) or **PDF Report** produces a PDF file: **Report Date:**, **Survey Created:**, **General Statistics (Impressions, Started, Completed, Review Redirection)**, **NPS Score**, **Question Details** (for choice questions **Option, Count, Distribution**; for text questions "text answers (at most 50 shown)") and **Review Platform Redirections (Platform, Status Active / Inactive, Clicks)**. The bottom says "All rights reserved". If you try to open another account's survey you see "Unauthorized access" or "Survey not found".

Frequently asked questions

My survey is never shown.

Its status may be *Draft*; use **Edit** to set it to **Active (published)**. Check the trigger settings as well (see Creating a survey).

Many impressions, few completions.

Guests may be skipping the survey (*Skipped* in Raw Data). Try fewer questions.

My NPS is negative.

More guests scored 0-6 than 9-10. Look at the complaints in **Latest Comments**.

Why are phone numbers starred?

Guest phone numbers are masked under KVKK.

Related pages

- [Creating a survey](#)
- [Bumerang Reports](#) (Survey Results Summary)

- [Sending Calendar](#)
-

Revizyon #5

tugay tarafından 11 Ağustos 2026 07:29:26 oluşturuldu

tugay tarafından 25 Eylül 2026 23:06:05 güncellendi