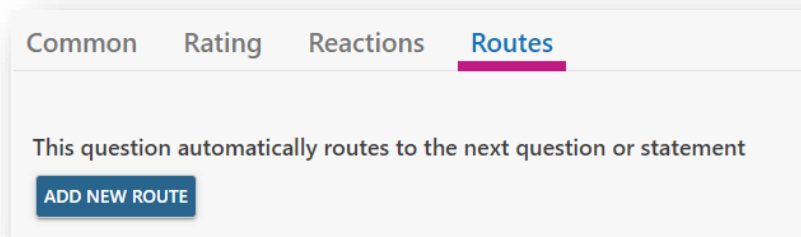


# Wizu Guide To Routing

Wizu offers a range of routing options for you to able to create more personalised surveys. Each question type provides its own range of available options but first lets take a look at basic process of adding a route and the universal routing options that Wizu offers.

## Adding a Route

To add a route simply click in to the question you want to add your route too and then select the routes tab. By default each question is set to automatically move on to the next question but you can click 'Add route' to add some additional options.



The basic principle of Wizu routing is that you will add the match type, select the criteria and then set the action. Let's start by looking at the match types.

## Standard Options

The following options are universal routing that can be applied regardless of the question type.

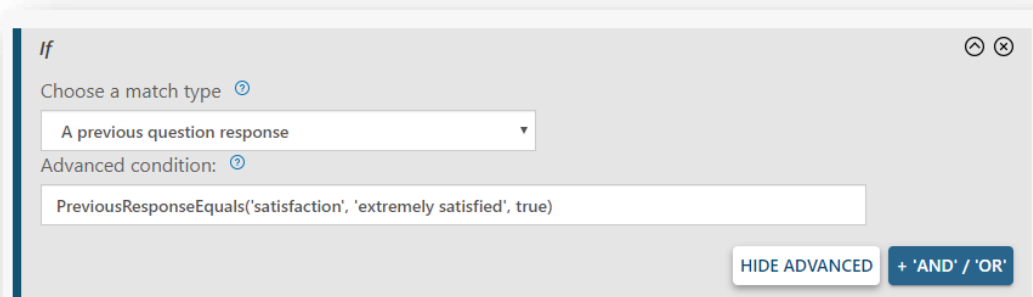
### Whatever the answer (always)

This basically means always route the option down this path, regardless of the answer given.

### Previous Question Response

Selecting this option will bring the advanced condition. Within this text you simply need to change the 'Question quick reference' to the relevant name and enter the value you want to match. By default, the statement is set to 'true' but this can be changed to 'false' if required.

For example, if I had a question with the quick reference of 'satisfaction' and one of the options was 'extremely satisfied' the condition would look like this:



### A context parameter

This allows you to route the survey based on any attributes you pass through to Wizu. Change [Context Parameter] the field title and [Answer value] to the specific text you want to match. For example, `ContextEquals('package', 'professional', true)` would create for any customer who has been assigned the professional package. You can create different paths for different types or for combinations of attributes.

The screenshot shows a configuration window titled "If" with a close button (X) and a help icon (?). It contains a "Choose a match type" dropdown menu with "A context parameter" selected. Below this is an "Advanced condition" field containing the text `ContextEquals('package', 'professional', true)`. At the bottom right, there are two buttons: "HIDE ADVANCED" and "+ 'AND' / 'OR'".

### Multiple response option selected

If you want to refer back to a previous multiple choice question then this routing allows you to enter the question quick reference and the field you want to match. Please note when referring to a previous multiple choice response the answer value should be numerical which refers to the position of the answer. So for example if the 'facilities' multiple choice question has the answers gym, swimming pool and restaurant and you wanted to route by those that included restaurant in their options the routing would be `MultipleResponseOptionSelected('facilities', '3', true)`

The screenshot shows a configuration window titled "If" with a close button (X) and a help icon (?). It contains a "Choose a match type" dropdown menu with "Multiple response option selected" selected. Below this is an "Advanced condition" field containing the text `MultipleResponseOptionSelected('facilities', '3', true)`. At the bottom right, there are two buttons: "HIDE ADVANCED" and "+ 'AND' / 'OR'".

### Route by device

You also have the option to select the match type 'Conversation running on desktop', 'Conversation running on mobile' and 'Conversation running on tablet'. Wizu can automatically detect the device being used so you can vary the experience depending on device if required.

### Regular Expression

This can be used for additional validation. For example. You might want to route based on some entering only a 5 digit number or a certain age range.

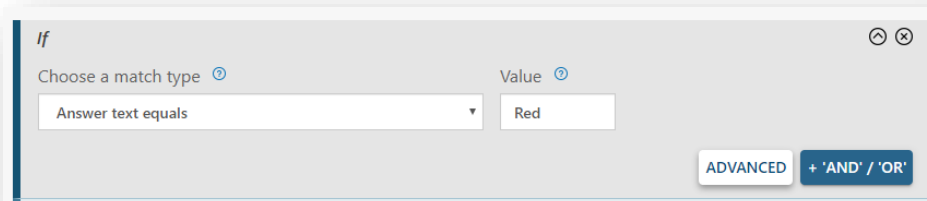
## Question Type Specific Options

### Text Question

Standard open text questions introduce some additional routing options alongside the standard options.

#### Answer text equals

Allows you to set a routing based on an exact match of a text entry.



The screenshot shows a configuration window for an 'If' rule. It has a title bar with 'If' and two window control icons. Inside, there are two sections: 'Choose a match type' with a dropdown menu set to 'Answer text equals', and 'Value' with a text input field containing 'Red'. At the bottom right, there are two buttons: 'ADVANCED' and '+ 'AND' / 'OR''.

#### Contains word stem

Allows you to choose a word to look for and will also detect variations of this keyword for improved matching.

#### Contains exact word or phrase

Allows you to select a specific keyword or set of keywords to match within the response.

#### Obscenity count

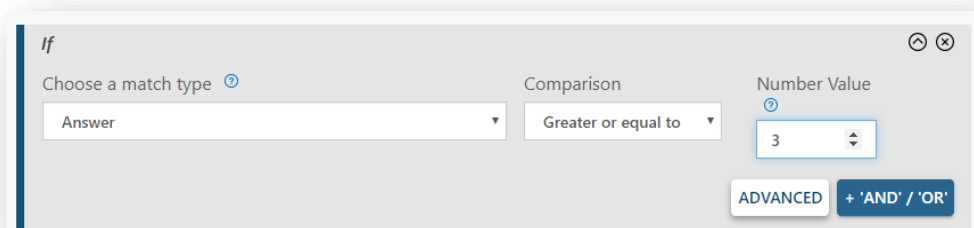
Automatically count allows you to route based on Wizu detecting obscene words in the response. This allows you automatically end a survey if foul language is being used.

#### Intelligent Prompting

If you are an Enterprise customer utilising Artificial Intelligence, this opens up a range of additional routing options around sentiment, topics and more. Additional training and resources specifically around this functionality are provided but you can find further details in the Artificial Intelligence Routing section at the bottom of this guide.

### Scale Question

This question allows you to choose from a range of options such as equal to, great than, less than or equal too etc.



The screenshot shows a configuration window for an 'If' rule. It has a title bar with 'If' and two window control icons. Inside, there are three sections: 'Choose a match type' with a dropdown menu set to 'Answer', 'Comparison' with a dropdown menu set to 'Greater or equal to', and 'Number Value' with a numeric input field set to '3'. At the bottom right, there are two buttons: 'ADVANCED' and '+ 'AND' / 'OR''.

### Rating Question

This question allows you to choose from a range of options such as equal to, great than, less than or equal too etc.

### Emoji Question

This question allows you to choose from a range of options such as equal to, great than, less than or equal too etc.

### Yes/No Question

Choose from the drop down option to set up a route for each answer if required.

The screenshot shows the 'If' configuration panel for a question. It has three main sections: 'Choose a match type' with a dropdown menu showing 'Answer', 'Comparison' with a dropdown menu showing 'Equals', and 'Answer' with a dropdown menu showing 'Yes'. At the bottom right, there are two buttons: 'ADVANCED' and '+ 'AND' / 'OR''.

### Single Select Question

Here you can choose from a drop down of the available options you have set up for your question.

### Carousel Question

Here you can choose from a drop down of the available options you have set up for your question.

### Multiple Choice Question

Here you can choose from a drop down of the available options you have set up for your question. When using the 'Advanced' view you will need to set the numerical position of the answer option.

The screenshot shows the 'If' configuration panel for a question. It has two main sections: 'Choose a match type' with a dropdown menu showing 'Multiple response option selected', and 'Answer' with a dropdown menu showing 'NEW OPTION 1'. At the bottom right, there are two buttons: 'ADVANCED' and '+ 'AND' / 'OR''.

### Ranking Question

Here you can choose from a drop down of the available options you have set up for your question.

### Add 'And' or 'Or'

You might have noticed you have an option to add an 'and/or' to your routing. This gives you the ability to stack multiple routing types together to offer even more granular routing paths.

**If** Grouping ? And ⌵ ⌵

Choose a match type ?

A context parameter ⌵

Advanced condition: ?

ContextEquals('package', 'professional', true)

HIDE ADVANCED DELETE

And Choose a match type ? Comparison Number Value ?

Answer ⌵ Greater or equal to ⌵ 3

ADVANCED DELETE + 'AND' / 'OR'

## Set The Action

Once you have set your match type you can choose your 'Then' option. This controls the patch the respondent goes down when the If criteria is matched. These are consistent across all routing question types.

### [Back to previous question](#)

Back to previous question will simply take the respondent back to the previous question in the survey.

### [Back to a previous dialogue](#)

This option allows you to direct respondents back in the survey to the start of a specific dialogue.

**Then**

Back to a previous dialogue ⌵

+ ELSE

Introduction  
Questions

### [Skip to dialogue](#)

This allows you to jump forward to the start of a dialogue ahead in the survey.

**Then**

Skip to dialogue ⌵

+ ELSE

Common Exit ⌵



## Artificial Intelligence Routing

Enterprise customers who are utilising Wizu's AI capabilities get access to a range of additional routing options which are available from text, comment and smart comment questions. The following match type options are available.

### AI: Entire answer sentiment

Here you can choose the option 'Greater or equal to' or 'Less than or equal to' and then set a number value. This looks at the sentiment score of the overall response. Responses are rated between -1 for extremely negative sentiment, 0 being neutral and 1 for extremely positive sentiment. This enables you to route the conversation based on the overall sentiment of the whole response.

Advanced condition example: `GetSentiment() >=0.5`

The screenshot shows a configuration window for an 'If' condition. It has three main sections: 'Choose a match type' with a dropdown set to 'AI: Entire answer sentiment', 'Comparison' with a dropdown set to 'Greater or equal to', and 'Number Value' with a text input set to '0.5'. There are also 'ADVANCED' and '+ 'AND' / 'OR'' buttons at the bottom right.

### AI: Single entity sentiment

Here you can choose the option 'Greater or equal to' or 'Less than or equal to' and then set a number value. This looks at the sentiment score of a single entity. Responses are rated between -1 for extremely negative sentiment, 0 being neutral and 1 for extremely positive sentiment. This enables you to route the conversation based on the sentiment of a single entity.

Advanced condition example: `GetEntitySentiment() >= 0.5`

### AI: Contains word group / stop word

In your survey settings you options you can configure your AI Subject within the Subject Map settings. Here you can define stop words and word groups. When selecting this routing you can simply enter the name you have given to your word group and set a path if this word group is triggered. This can be used for a number of different scenarios, including if the respondent is using threatening language and you want to end the survey.

Advanced condition example: `ContainsWordGroup ('Skip comments') = true`

The screenshot shows a configuration window for an 'If' condition. It has two main sections: 'Choose a match type' with a dropdown set to 'AI: Contains word group / stop word', and 'Value' with a text input set to 'Skip comme'. There are also 'ADVANCED' and '+ 'AND' / 'OR'' buttons at the bottom right.

### AI: Topic sentiment

Wizu allows you to set up common topics and aspects that might be of interest in your survey. This enables you to create specific paths in your survey based on if the respondent has mentioned something relevant to this topic and also further break it down based on the sentiment around this

topic. If you have 'Service' as a topic and someone mentions the service was poor, you could take them down a path to discover more details about the service.

Advanced condition example: `GetTopicSentiment('My Topic name') > 0`



The screenshot shows a configuration window for an 'If' condition. At the top left is the word 'If' in italics, and at the top right are up and close icons. Below is a label 'Choose a match type' with a help icon. A dropdown menu is set to 'AI: Topic sentiment'. Below that is a label 'Advanced condition:' with a help icon. A text input field contains the code `GetTopicSentiment('My Topic name') > 0`. At the bottom right are two buttons: 'HIDE ADVANCED' and '+ 'AND' / 'OR''.

### AI: Aspect sentiment

Aspects are ways of dividing your overall topics up into smaller themes. This allows you to offer even further probing to route based on these individual aspects. Aspects are triggered based on the keywords you set up within the individual aspect.

Advanced condition example: `GetAspectSentiment('My Aspect name') > 0`

### AI: Mentions this aspect

Create a route based on whether or not a respondent has mentioned a specific aspect. Simply enter the name of the aspect you want to target.

Advanced condition example: `MentionsAspect ('Skip comments') = true`

### AI: Mentions this topic

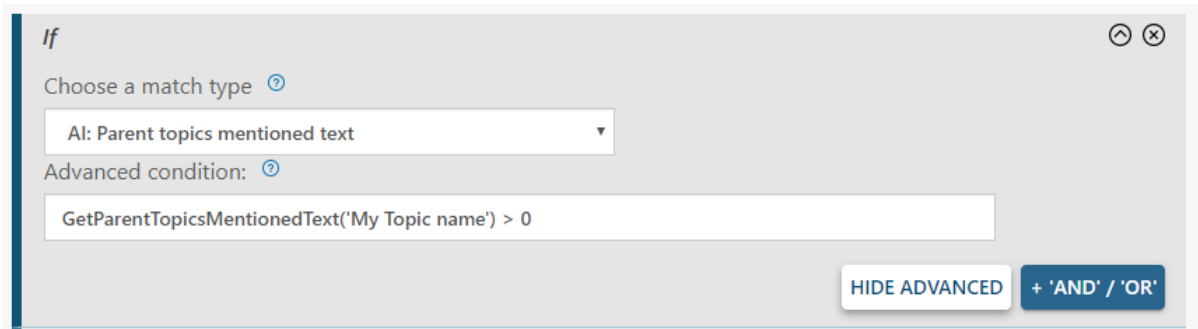
Create a route based on whether or not a respondent has mentioned a specific topic. Simply enter the name of the topic you want to target and this will trigger if keyword associated at the topic level are mentioned.

Advanced condition example: `MentionsTopic ('Skip comments') = true`

### AI: Parent topics mentioned text

This routing allows you to specify a route and a count of how many time that specific topic was mentioned. This will also detect if keywords associated at the aspect level within this topic were triggered.

Advanced condition example: `GetParentTopicsMentionedText('My Topic name') > 0`



The screenshot shows a configuration window for an 'If' condition. At the top left is the word 'If' in italics, and at the top right are up and close icons. Below is a label 'Choose a match type' with a help icon. A dropdown menu is set to 'AI: Parent topics mentioned text'. Below that is a label 'Advanced condition:' with a help icon. A text input field contains the code `GetParentTopicsMentionedText('My Topic name') > 0`. At the bottom right are two buttons: 'HIDE ADVANCED' and '+ 'AND' / 'OR''.



### AI: Topics not mentioned count

This routing allows you to select a number value to count the number of topics that have not been mentioned. So for example if the respondent has not talked about more than 1 of the topics you created, you might want to route to an additional question to provide more details.

Advanced condition example: `GetTopicsNotMentionedCount() >= 1`

The screenshot shows a configuration window for an 'If' condition. It has three main sections: 'Choose a match type' with a dropdown set to 'AI: Topics not mentioned count', 'Comparison' with a dropdown set to 'Greater or equal to', and 'Number Value' with a text input set to '1'. There are also 'ADVANCED' and '+ 'AND' / 'OR'' buttons at the bottom right.

### AI: Owner aspect count

This routing allows you to select a number value to count the amount of aspects with owners assigned that have been mentioned. If 1 or more aspects owners have been identified, you may want to provide a message to the respondent informing them that the message is being passed through to the owner and can either pass through their name as a variable.

Advanced condition example: `GetOwnerAspectCount() >= 1`

### AI: Check follow-up prompt type

This routing allows you to identify the type of follow up response that should be triggered from a conversation. The options are as follows:

- None: If no follow up type is detected.
- PromptForMoreInformation: This is when a topic has been mentioned that has follow up prompting enabled.
- EntityNotMatched: This is when the response does not match a pre set topic but the AI has detected an sentiment being talked about. This allows you to probe about what they liked or disliked about the unmatched entity and you can refer this back to the respondent as a variable.
- PromptForPerson: This will detect if the respondent has been talking about a person. Examples might include when they mention a manager, waiter, doctor etc. You could then route to a question to ask for a name if required.

Selecting one of these options will allow you to route to the relevant follow up question such as asking for a persons name or getting more information on a topic that has been mentioned.

Advanced condition example: `IsAiFollowUpPromptType('PromptForMoreInformation') = true`

The screenshot shows a configuration window for an 'If' condition. It has a 'Choose a match type' dropdown set to 'AI: Check follow-up prompt type'. Below it, there is an 'Advanced condition:' section with a text input containing the code `IsAiFollowUpPromptType('PromptForMoreInformation') = true`. At the bottom right, there are 'HIDE ADVANCED' and '+ 'AND' / 'OR'' buttons.

## AI: Check number of entity mentions in conversations

This routing allows you to detect how many entity mentions there has been within the response by setting a number value. You might want to route to further questions if no entities have been mentioned or if they have mentioned multiples you may want to ask questions around these.

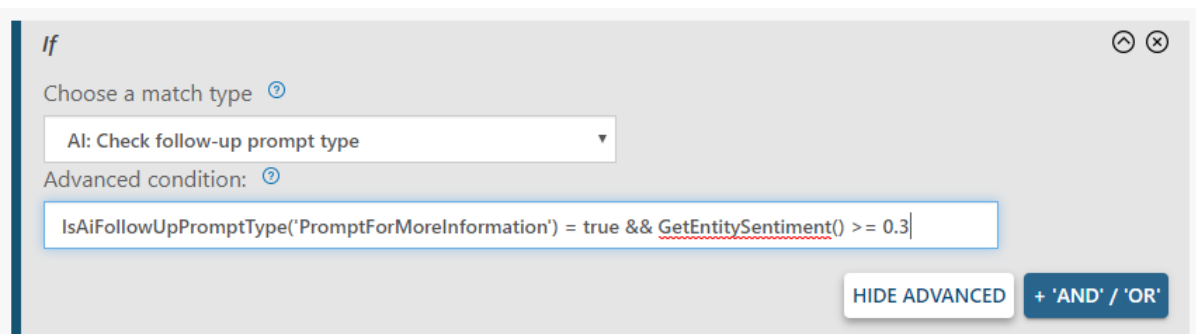
Advanced condition example: `GetMentionSummaryCount() >= 1`

## Combination AI Routing

The Advanced conditions allow you to combine AI routing functionality to create further targeted paths. For example you might want to trigger based on if any topic is mentioned and the sentiment was positive. Here you can combine the individual advanced text to build out your routing. You can do this by adding '&&' between your condition.

For example the above routing would look like this:

`IsAiFollowUpPromptType('PromptForMoreInformation') = true && GetEntitySentiment() >= 0.3`



The screenshot shows a configuration window for an 'If' condition. At the top left is the label 'If' with a help icon. Below it is a dropdown menu labeled 'Choose a match type' with the selected option 'AI: Check follow-up prompt type'. Underneath is the label 'Advanced condition:' followed by a text input field containing the code: `IsAiFollowUpPromptType('PromptForMoreInformation') = true && GetEntitySentiment() >= 0.3`. The text `GetEntitySentiment()` is underlined in red. At the bottom right are two buttons: 'HIDE ADVANCED' and '+ 'AND' / 'OR'.