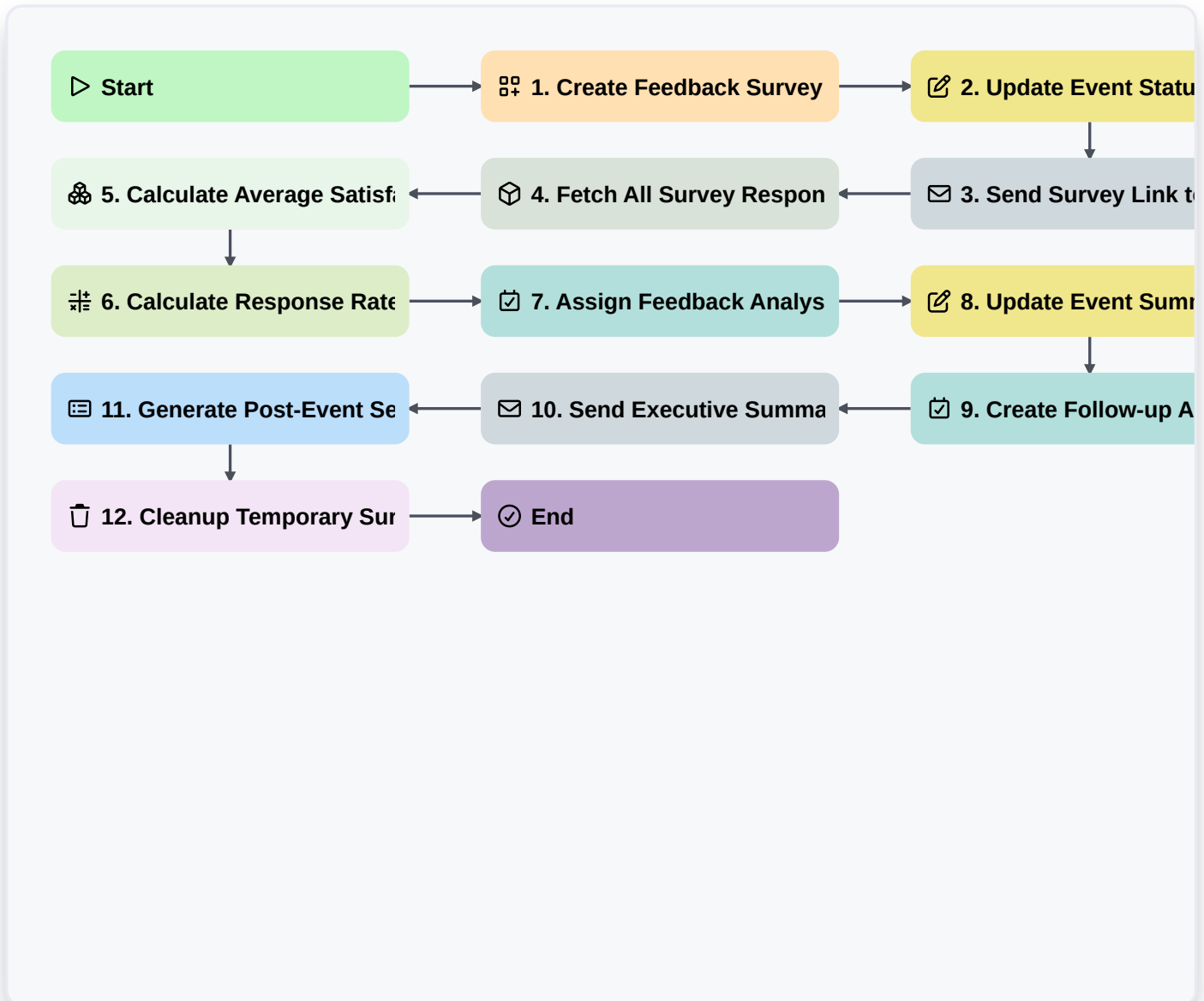


Event Feedback Collection And Survey Management Workflow



Start

Start of the Workflow/Process.

1. Create Feedback Survey Entry

Create a new entry in the 'Surveys' data model once an event concludes to initiate the collection process.

2. Update Event Status to 'Feedback Phase'

Update the status of the parent Event entry to reflect that feedback collection is now active.

3. Send Survey Link to Attendees

Send an automated email to all attendees listed in the 'Event Attendees' data model containing the unique survey link.

4. Fetch All Survey Responses

Retrieve all completed entries from the 'Survey Responses' data model for the specific Event ID.

5. Calculate Average Satisfaction Score

Aggregate the 'Rating' field from all retrieved Survey Responses to find the mean satisfaction score.



⚙️ 6. Calculate Response Rate

Calculate the percentage of attendees who responded by dividing 'Total Responses' by 'Total Invited Attendees'.

📌 7. Assign Feedback Analysis Task

Create a task for the Event Manager to review qualitative text comments in the survey responses.

✍️ 8. Update Event Summary with Scores

Update the main Event entry with the calculated Average Satisfaction Score and Response Rate.

📌 9. Create Follow-up Action Task

If satisfaction scores are below a certain threshold, create a task for the Customer Success team to reach out to dissatisfied attendees.

✉️ 10. Send Executive Summary Report

Send an email to stakeholders containing the aggregated performance metrics and the final event summary.

📄 11. Generate Post-Event Sentiment Report

Generate a formal report using the aggregated survey data and task completions for archival purposes.

🗑️ 12. Cleanup Temporary Survey Drafts

Delete any incomplete or abandoned survey draft entries from the data model to maintain data hygiene.

🏁 End

End of the Workflow/Process.