



February

Product Release

Customer Success



Welcome!

In the month of February, we added new features for you to check out for the following products:

– Forsta Surveys (Decipher)

1. Discrete Choice Model (DCM) Conjoint Element
2. View/Edit Responses Enhancement

– Forsta Plus

1. Studio's AI Summary Widget upgrade
2. Personal Data Cleaning in Survey Designer
3. More flexible filtering in CATI Call Management

Keep reading to learn about these improvements!

You can also now review previous months' product updates at any time via the knowledge base!

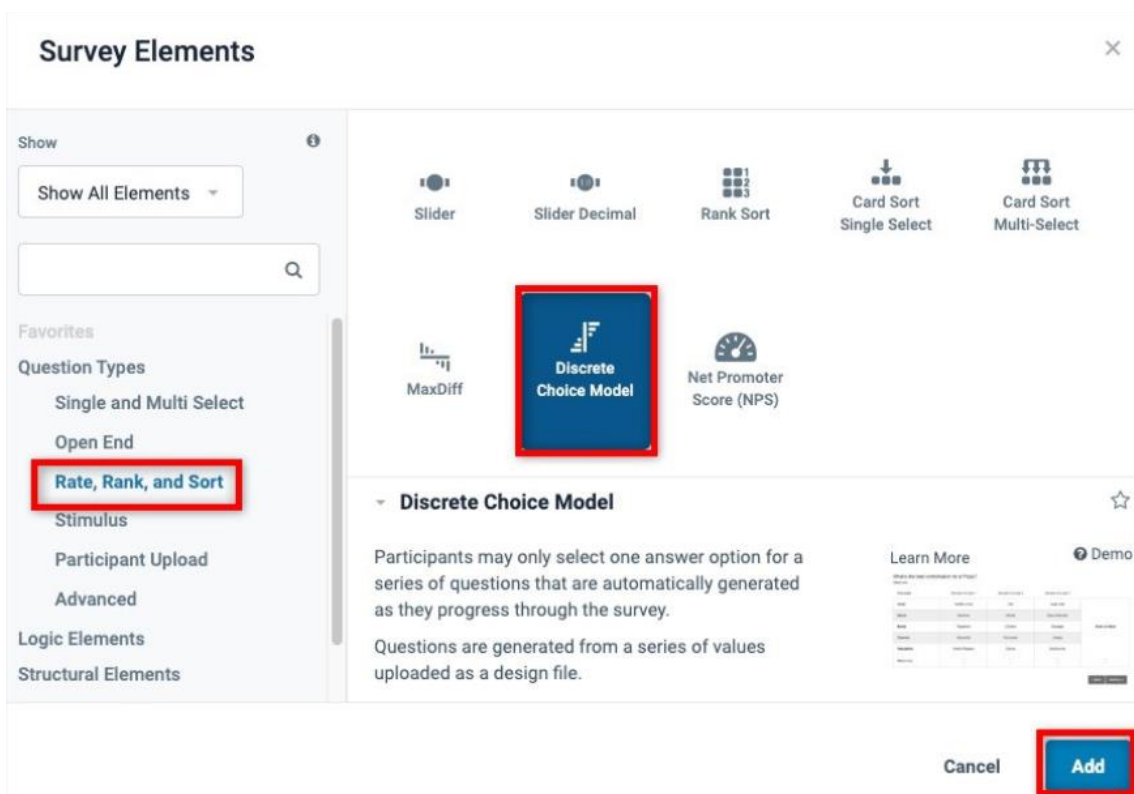
<https://pgforstaproductupdates.zendesk.com/hc/en-us/p/ProductUpdates>

Surveys (Decipher)

1. We are thrilled to announce our new **Discrete Choice Model (DCM) Conjoint Element!**

You can use the Discrete Choice Model (DCM) Conjoint Element to assist you in creating a coherent set of questions for conjoint analysis. The User Interface solution has the option to generate a new design file or upload an existing design file.

The question type has an optimized participant view for Desktop, Tablet and Smart phone.



Participant View Desktop example:

0%

New Discrete Choice Model Question

Select one

	Concept 1	Concept 2	Concept 3	Concept 4
Brand	Vimeo	Wipster	Wipster	Vimeo
Price per User per Month	\$12	\$7	\$25	\$25
Max Number of Users	5	1	2	Unlimited
Included Storage	5TB	2TB	2TB	250GB
File Upload Limit	Unlimited	Unlimited	60	Unlimited
File Playback Size Limit	150GB	150GB	150GB	2GB
Select one.	☐	☐	☐	☐

Continue »

[Accessibility Statement](#) - [Help](#)

Learn more: [Discrete Choice Model DCM Conjoint Element](#)

If you are interested in using this feature, please contact your Customer Success Manager or Account Representative

2. View/Edit Responses Enhancement

You can now configure Filter Responses and Choose Columns settings before the data loads in View/Edit Responses. With this, you no longer have to wait for data to load before making any adjustments! Filters and Column settings can be configured first, streamlining the process, and improving the user experience.

View Responses: Fruit Survey Wave 1

[Edit Data \(2010\)](#) [Edit Data](#) [Import Data](#) [Export Data](#)

Filter Responses

Search

Choose Columns

Your project has participants!

Click Load Data to show all participants or use the search tool/filters to narrow down the data.

Load Data

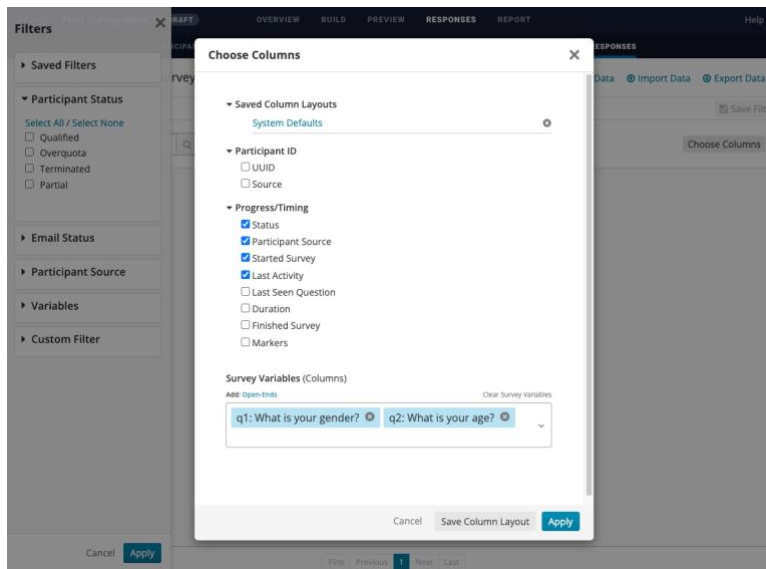
First

Previous

1

Next

Last



View Responses: Fruit Survey Wave 1

[Edit Data \(2010\)](#) [Edit Data](#) [Import Data](#) [Export Data](#)

Filter Responses [Respondent Status: Qualified, Overquota, Terminated, Partial](#) [Save Filter](#)

Search 4202 Records [Choose Columns](#)

Record	Status	Participant Source	Started Survey	Last Activity	q1: What is your gender?	q2: What is your age?
4226	Qualified	Panel Sample (list=1)	08/08/2022 07:15	08/08/2022 07:16	Male	25
4225	0%	Panel Sample (list=1)	08/08/2022 07:14	08/08/2022 07:14	Male	25
4198	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:48	Female	36
4197	Qualified	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Female	34
4196	Terminated	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Male	89
4193	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Male	44
4185	Overquota	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Male	30
4175	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Male	31
4147	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Male	44
4141	Qualified	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Male	30
4137	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Female	44
4126	Qualified	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Female	34
4120	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Female	41
4101	Overquota	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Female	21
4098	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Female	45
4097	Overquota	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Male	28
4089	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Female	20
4075	Overquota	Panel Sample (list=1)	06/15/2021 22:47	06/15/2021 22:47	Male	25
4072	Qualified	Client Sample (list=2)	06/15/2021 22:47	06/15/2021 22:47	Female	32

First Previous **1** 2 3 4 5 Next Last

Forsta Plus

Studio

1. Studio's AI Summary Widget Update to GPT-4O

We've upgraded the underlying model from GPT-3.5 Turbo to GPT-4O, the latest and most advanced AI model!

Value

1. Sharper Insights

GPT-4O will deliver more accurate and contextually nuanced summaries, ensuring your reports capture the most critical information with precision.

2. Faster Performance

With improved processing speed, the AI Summary widget will generate insights quicker than ever, helping you make decisions faster.

3. Smarter Adaptability

Whether analyzing complex datasets or dynamic dashboards, GPT-4O is designed to adapt seamlessly, producing tailored summaries that align with your specific needs.

4. Improved Language Clarity

The upgrade enhances readability, providing summaries that are concise, clear, and ready to share with stakeholders.

Survey Designer

2. Personal Data Cleaning in Survey Designer

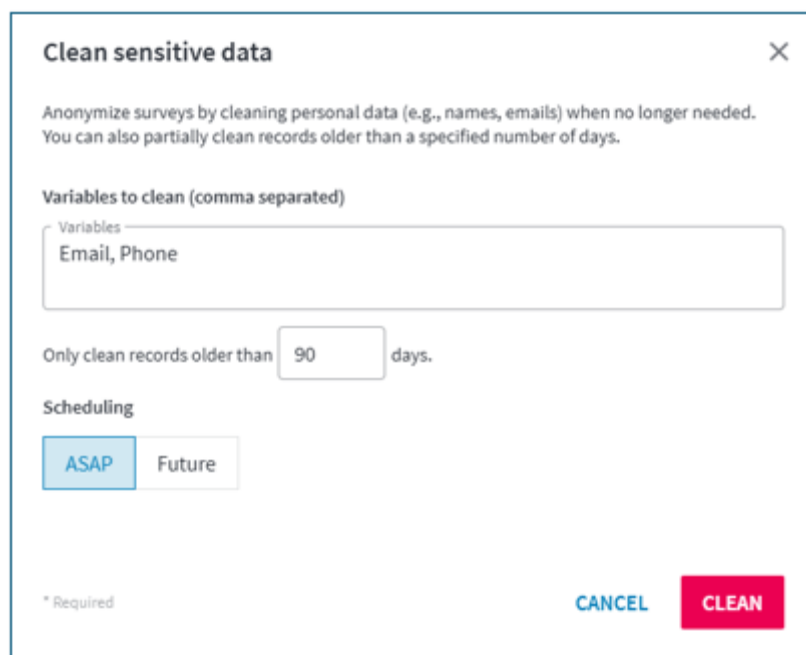
To assist with data security and GDPR compliance, you can remove personal data in Survey Designer (AKA PII or Personally Identifiable Information), for example names and email addresses, from surveys. This will allow you to anonymize the data once the personal details are no longer needed, for example when data collection is finished on a project and there is no further requirement for emailing invitations and reminders.

Note: This is functionality that was previously only available in the legacy Professional Authoring interface.

You can perform partial cleaning of records that are older than a given number of days. This can be useful for a continuous survey (tracker) as it allows you to clean the personal data from old data records (for example older than 60 days) and leave the personal data on more recent records. By specifying the "Only records older than X days" limit on the task, the system will overwrite personal data in the respondent table that has a created date more than X days in the past, and overwrite personal data in the response data that has an interview start date more than X days in the past.

You can set the task to be recurring so that for example every week it will remove personal data that is older than 60 days from a particular project.

To access the functionality, go to the Data tab and click the 'CLEAN SENSITIVE DATA' button to open the 'Clean sensitive data' menu:



The screenshot shows a modal window titled "Clean sensitive data" with a close button (X) in the top right corner. The window contains the following elements:

- Instructions:** "Anonymize surveys by cleaning personal data (e.g., names, emails) when no longer needed. You can also partially clean records older than a specified number of days."
- Variables to clean (comma separated):** A text input field with the value "Email, Phone".
- Only clean records older than:** A numeric input field with the value "90" followed by the text "days".
- Scheduling:** Two buttons, "ASAP" (highlighted in blue) and "Future".
- Footer:** A small asterisk and the word "Required" on the left, and two buttons "CANCEL" and "CLEAN" on the right.

Value: This feature helps clients to meet the GDPR Principles on Data Retention by anonymizing data while still retaining survey responses for longer term use in analysis:

A. Storage Limitation (Article 5(1)(e))

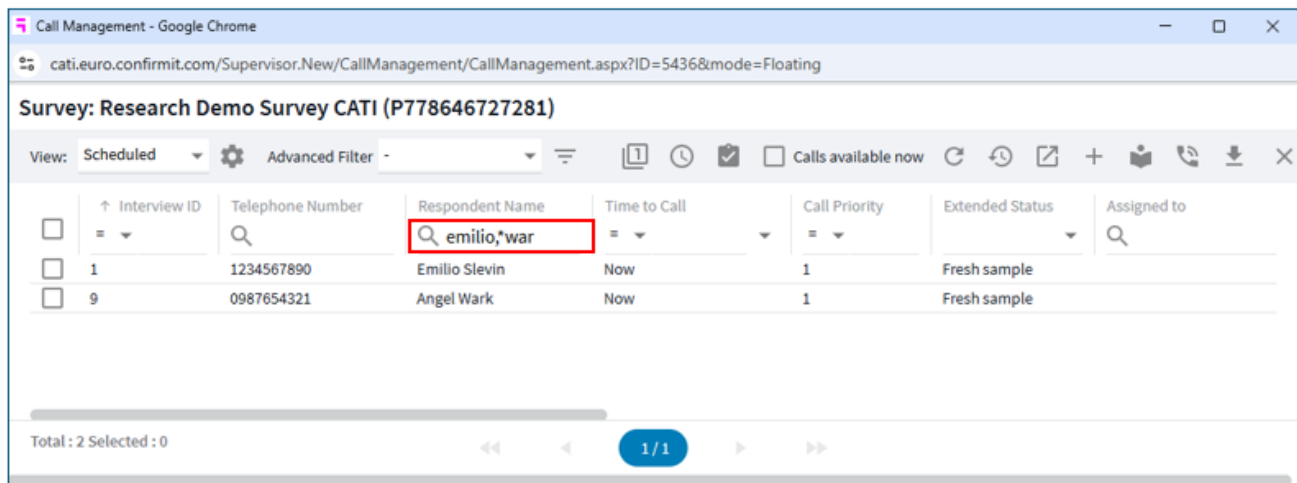
- Personal data must be kept **only for as long as necessary** for the purposes for which it was collected.
- Organizations must set clear **data retention policies** and define how long data will be retained.

- Once the data is no longer needed, it should be **deleted, anonymized, or securely destroyed.**

CATI

3. More flexible filtering in call management

In the latest CATI update we have extended the filtering capabilities in Call Management to be able to apply filters which combine multiple string values when separated by comma. The ! symbol can also now be used as a NOT operator in filters to exclude specified values.



To learn more about the new filter capability as well as the existing options please refer to the following article on our Knowledge Base:

[Learn more about Call Management filters](#)

4. Retirement of legacy functionality

There are several functional areas where CATI has been updated with new and improved alternatives. Currently these new features are provided on an opt-in basis with the ability to switch back to legacy functionality. Our initial plan is to update the CATI UI so that the new functions will automatically be provided by default. For the time being users will continue to be able to switch back to the older functions if needed. This applies to the following areas...

- a. New style functionality for the surveys list and survey tabs including the new style quota management UI
- b. New style reports (Survey Overview, Survey Productivity and Interviewer Productivity)

- c. New browser-based UI for monitoring live calls
- d. New browser-based UI for playing back recorded interviews

Note: To provide closer feature parity we have recently added the **Advanced Filters** tab under the **New Style** setting. This tab provides the ability to copy or move advanced filters from one survey to another (a capability which was previously only available under the legacy tabs).

Value: The new filter capability will allow users to apply sample/call management operations more efficiently, reducing the number of operations that need to be performed and the number of advanced filters that need to be built. Retiring legacy functionality will encourage users to adopt our greatly improved user experience and will allow us to reduce the volume and complexity in the codebase.