# Salesforce Surveys - Summer 2020 Release

The Summer 2020 Release of Salesforce Surveys includes a new product (and new license type) Salesforce Feedback Management. Essentially no information - no the product name, no pricing, no demos, no preview trials  - was available on the product until a partner briefing on July 22.

This is the "official quote" from Salesforce on Salesforce Surveys and Salesforce Feedback Management :

> Salesforce is dedicated to the continued investment and innovation of our Salesforce Surveys product.  We believe that integrating feedback directly from customers, partners, and employees, is vital to truly understand the relationships we have with one another.

Under the covers, the Summer 2020 Release Notes were updated to show the new product name and to specify which  features are available with Salesforce Surveys and which features require the new Salesforce Feedback Management license ($42,000 USD per organization  per month).

The text below is copied from today's version (July 24, 2020) of the Release Notes.  I have annotated the text with ** to indicate which of the features required the Salesforce Feedback Management license.

## Salesforce Surveys: Deeper Org Integration
## and More Tools for the Builder

** Create or update records based on customer responses **, ** personalize surveys with merge fields **, and gather feedback post-chat or ** across a customer's lifecycle **. Set initial default settings for surveys. Improve response rates with more question types, a cool new way to share invitations, and improved translator experience.

- ** [Turn Responses into Salesforce Records](#) **
  Create or update records based on participant responses. Create a data map to define the values for object fields that are populated on the submission of a response. You can map participant responses to one or more fields, or you can choose a constant value that's populated in a field.
- ** [Personalize Surveys with Your Salesforce Data](#) **
  Provide a personalized and more contextual experience for your participants. Use merge fields to insert your Salesforce org's data into surveys. You can add merge fields to the Welcome Page, and to survey questions.

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- Gather Post-Chat Customer Feedback
  Use surveys to gather customer feedback at the end of an Embedded Chat session. Your customers stay in the chat window to respond.
- ** Transform Customer Experience with Customer Lifecycle Maps**
  Understand customers' perception of your business by gathering customer feedback at every stage of the customer lifecycle. Create customer lifecycle maps with multiple stages and associate each stage with one or more survey questions. Use the Send Survey Invitation action in the Process Builder to send survey invitations at each stage.
- Pick Defaults and Let the Survey Run
  Define the initial default settings for the content and sharing rules for invitations sent using automated processes such as Support Settings. When participants outside your Salesforce org choose a language to view the survey in, let them know the language the survey was created in.
- Understand Participant Likes and Dislikes
  Use the new Like or Dislike question type to define questions that let participants express their opinion.
- Gather Critical Participant Information with Short Text
  Use the new Short Text question type to gather critical participant information such as contact or personal information. You can also use it to gather text responses of up to 200 characters.
- Share Survey Invitations Using QR Codes
  You can now download a QR code containing a survey invitation and share it with participants. Participants can simply scan the QR code to open the survey and respond. This invitation isn't tied to the participant's record.
- Give Your Global Audience an Improved Experience
  Make translated surveys visually appealing by adding images. Also, when translating a question that includes a previous question's response, you can view the translation of the original question.
- Send Surveys Between Orgs Using Managed Packages
  Now you can send surveys from one org to another using managed packages. If you change the survey in the source org, you can move the updated survey to the target org using a new version of the managed package.
- See All Question Types at Once
  Gone are the days of the scroll bar. Use the expanded question selector to view all question types at a glance.
- Make it Easier for Survey Participants Outside Your Org to Respond
  Participants outside your Salesforce org no longer require Edit access on the Survey Response object to respond to surveys.

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- [Question Type Name Change](#)
  We renamed Text questions to Long Text to distinguish it from the new Short Text question type.P
- ** [Customer Lifecycle Analytics: Topic Analysis, Customer Lifecycle Maps, Response Analysis, Internal Survey Analysis, and Enhanced Configuration Wizard](#)**
  Use the new Topic Analysis dashboard to analyze the trending topics and learn more about your business. The Customer Lifecycle Map dashboard helps you analyze customer feedback across various stages in the customer lifecycle. On the Response Analysis dashboard, you can now drill down into survey responses by demographics and geography. Automatically create datasets for your app with the improved configuration wizard.