Feature Comparison - SMS Survey and Customer Insight

This article outlines a Feature Comparison between SMS Survey (for which End of Life has been announced) and Puzzel's newest feedback collection tool Customer Insight.

Feature	SMS Survey	Customer Insight
Management overview	LIMITED	YES
Status overview	LIMITED	YES
Enable / Disable	YES	YES
Survey clone	NO	YES
Survey archive	NO	YES
Start/Welcome message	YES	YES
Completion/Thank you message	YES	YES
Conditional / follow up messages	YES	YES
Type NPS	LIMITED	YES [1]
Type CSAT	NO	YES [2]
Type CES	NO	YES [3]
Type PMF	NO	YES [4]
Type Custom	NO	YES [5]
User defined scales	NO	YES
User defined ratings	NO	YES
Survey session expiry	YES	YES
Unavailable message	NO	YES
Quarantine/Max surveys per contact	YES	YES
Notice by Email	YES	NO
Notice by URL	YES	NO
Deny list/Blacklist	YES	LIMITED [6]
Result - categorised overview	NO	YES
Result - surveys sent count	NO	YES
Result - response count	NO	YES
Result - response rate	NO	YES
Results - filter by score	YES	YES
Results - filter by queue	YES	LIMITED [7]
Results - filter by agent	YES	LIMITED [8]
Results - filter by contact	LIMITED	YES
Result - Charts	LIMITED	YES
Result - scores table	YES	YES
Result - trends	NO	YES
Result - comments/feedback overview	LIMITED	YES
Result - feedback / comment search	NO	YES
Result - drilldown	NO	YES
Result - metadata	LIMITED	YES
Result - detailed view	LIMITED	YES
Result - raw data	YES	YES
Result - archive view	YES	YES
Result - api access	LIMITED	YES
GDPR tools	NO	YES
Anonymise PII	NO	YES
Send survey by SMS link	YES	YES
Send Survey via 2-way sms	YES	YES
Send survey via Email link	NO	YES
Send survey via embedded Email	NO	YES
Support for mergefields	NO	YES
Manual push/Broadcast	YES	NO[9]

Additional Notes

1&2: The Legacy SMS and Chat Survey functionality offered an arbitrary scale of 1-10 which could be used for the purpose of sending out NPS and CSAT surveys, however, Customer Insight comparatively has advanced and tailored survey templates. For more information, please see the relevant user guide [here](#).

3,4,5: Please note that, if subject to migration from the SMS Survey product, these will not be available for your Customer Insight configuration.

6: Customer Insight does not offer a built-in blacklist option, however, it can support lookup or list lookup during trigger.

7&8: Result filtering by queue or agent is not supported in Customer Insight. For customers that have Performance Management, however, it is possible to visualise aggregated scores when KPIs are configured per queue and assigned to agents. Standard statistics reports allow for sorting results based on agent column and export.