

# **LexBox User Guide**

This guide will give you an overview of Leximancer's LexBox technology, and describe how your company can take advantage of the technology from a technical standpoint.

## **What is LexBox?**

LexBox is a feedback widget that allows you to aggregate feedback from your customers via The Customer Insight Portal for analysis together with your internal and web data sources you may already monitor. Using Leximancer's text analytics technology, you can demonstrate to your customers that actions have been taken based directly on their feedback, ensuring they know that you are listening to their concerns.

## **How do I use LexBox?**

LexBox is able to accept feedback from your organization's website via plain html form submission. In order for your customers to have a working LexBox to use, all you need to do is include a simple html form on your website. You are free to customize the look and feel of this form to ensure that it integrates well with the rest of your site.

The standard LexBox html form must include a set of predefined fields so that we can identify who you are, and for what topic the LexBox feedback is intended. These fields are listed below:

1. For identification purposes, you must include an "id" parameter in your html form. This field needs to be a hidden input on your form (as demonstrated in the example below) and include your LexBox customer ID which is listed on your profile page for your account at [The Customer Insight Portal](#). Typically, your LexBox customer ID will be 32 characters long.
2. All LexBox entries must be filed under a topic, so you need to include a "topic" parameter in the html form. The topic field can be hidden and hard-code into the LexBox form (as in the horse-racing example below). Alternatively you could include a select box allowing users to identify the topic on which they are responding.
3. The standard LexBox form includes two textarea fields, one called "likes", and one called "dislikes". We have found that structuring the LexBox form in this way elicits good feedback and enables meaningful Concept Maps that can be readily interpreted to enable actionable customer insight.
4. The LexBox server will add a timestamp parameter to each LexBox post. If a "timestamp" parameter isn't provided in the html form for the LexBox entry, the current time at which the entry is processed by the server is used. The timestamp parameter needs to have the Java time format "HH:mm:ss dd-MM-yyyy Z". For an explanation of the format, please see [this](#) page. An example of a correctly formatted timestamp string is "20:18:10 23-09-2008 -0600".
5. Once an entry is processed, the LexBox server needs a URL to redirect users to. This redirect URL can be passed to the LexBox server using a hidden input on the form named "redirectURL". If this parameter isn't provided, LexBox will redirect to a default Leximancer page thanking users for their LexBox submission.

6. You may find it necessary or unavoidable to include some fields on your form that you don't want LexBox to process. Example of these include a submit button, a user id specific to your site etc. To ensure LexBox ignores these fields, you must include a comma separated list of fields you want ignored in a field called ignores.

An example implementation of the standard LexBox html form is below:

```
<form action="http://lexbox.thecustomerinsightportal.com/" method="POST">
  <p>What do you like about ACME's horse-racing site? <textarea name="likes" cols="50" rows
="10"></textarea></p>
  <p>What would you like to see improved? <textarea name="dislikes" cols="50" rows
="10"></textarea></p>
  <p><input type="submit" name="Submit" value="Submit" /></p>
  <input type="hidden" name="ignores" value="Submit" />
  <input type="hidden" name="topic" value="horse_racing" />
  <input type="hidden" name="id" value="e3bcfb531d56b842125819aecda16e49" />
  <input type="hidden" name="redirectURL" value="http://www.acme.org/thank-you.html" />
</form>
```

The example above demonstrates how to use all of the LexBox fields listed previously. The bold text "**horse\_racing**" has been hard-coded in the above example as the value of the "topic" field and deserves some explanation. You will need to change this value to the appropriate topic for which your LexBox form is for (the topic is entirely up to you). Alternatively, if you wanted a single LexBox form to cover several topics on your site, you could include a select box that allows the user to identify the topic instead of hard-coding the topic input.

All HTML forms need a mechanism by which to submit themselves. This can be achieved through JavaScript if desired but is often accomplished, as with the above example LexBox HTML form, by using a submit button. The downside with the submit button is its name and value are submitted as part of the form data. This is obviously something we want LexBox to ignore. To accomplish this, we make use of the ignores field to make sure the Submit field (as you can see above "Submit" is the name of our submit button) is ignored by LexBox.

Finally, the above example also includes the LexBox customer ID in the "id" field and a URL to redirect a user to after a LexBox submission in the field "redirectURL". These values will need to be modified in your LexBox form.

The LexBox question text has been crafted by Leximancer consultants to encourage good quantitative responses from your users. It is recommended that you use this text in your own forms, changing only the topic description that appears in the first questions (the bold text "**ACME's horse-racing site**" in the above example).

As you can see, the example LexBox form contains just a few lines of text and some input fields. You are free to style the form as you please so that it fits with the look and feel of your site. The only restriction is that the 'Powered by Leximancer' image that links to Leximancer must appear somewhere on your form.

This document outlines the standard implementation for a LexBox form that will produce good feedback results, but the structure of the form is flexible. If you wish to customize the questions and fields on your LexBox form, please don't hesitate to [contact us](#) to discuss your ideas with our consultants.