

Hello Customer - Data model Snowflake

This document contains information about the data model in Snowflake. It is based on our experience working with our own data.

Participants_transactions table

This table contains data about the transactions of the participants. One record represents a participant during a single transaction (i.e. when submitting a survey). It will contain standardized metadata values from the Participant Attribute Mapper (yet to be released in 2022).

Columns	Description
Ext_Participant_transaction_id	The id of the transaction of the participant (i.e. the submission of the survey)
Ext_Participant_id	The id of a specific participant. One participant can have multiple transactions in this table.
Ext_Tenant_id	The tenant_id of the specific company that connected to our database
Ext_Touchpoint_id	The Id of the touchpoint as can be found in the platform
Touchpoint_name	The name of the touchpoint
Email	The email address of the participant
Date_surveyed	Date when the survey was sent (UTC)
Date_answered	Date when the survey was answered (UTC)
Age	if provided
First_name	if provided
Last_name	if provided
Phone	if provided
Custom_id	Id of the customer, if provided
Customer_type	if provided
Gender	if provided
Participant_language	if provided
Title	if provided
Zipcode	if provided
Birthdate	if provided
<i>further standardised metadata fields..</i>	
Updated_at	To support incremental loading, even after a metadata field has been adjusted. (UTC)  Some metadata fields may be updated, especially those which refer to the personal attributes of the participant (e.g. address may change over time) If you have already extracted the original transaction with the original address in your database, you will need to get rid of it when adding the updated transaction and its updated attributes.

Answers table

This table holds all of the questions and their respective answers in a *long table* format (=row dimension). The long table format allows to easily add questions without having to create columns since it operates somehow as key-value pairs.

Columns	Description
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Ext_Answer_id	
Ext_Participant_transaction_id	Foreign key to the Participant_transactions table
Ext_Question_id	The id of a question in a survey
Question_type	The type of question (NPS, CSAT, YES/NO, Multiple choice, 0-10 score...)
Question	The question asked in the language of the participant In case of metric, both questions (score question + open text question) are concatenated in this field  For some respondents, language changed over time, which can cause differences between the amount of participants that received a survey in a certain language and the amount of participants with that participant language, since language gets updated if a participant is uploaded again. So if you want to filter on language, filter on participant language and not on question text.
AnswerValue	Score Or YesNo
AnswerText	Text answers Or selected multiple choice options
Updated_at	To support incremental loading, even after an answer has been adjusted. (UTC)  Some answers fields may be updated. (when enabled in an email touchpoint) If you have already extracted the original answer in your database, you will need to get rid of it when adding the updated answer.
Ext_Tenant_Id	The tenant_id of the specific company that connected to our database

Custom Attributes table

This table holds all of the metadata (that cannot be linked to a standard metadata type) and their respective answers in a *long table* format (=row dimension). The long table format allows us to easily add metadata fields for different customers without having to create columns since it operates somehow as key-value pairs.

 The Participant Attribute Mapper (PAM) allows admins of the Hello Customer platform to map their own custom metadata fields to standard fields as defined within the platform.

For metadata fields that cannot be mapped to a standard field, the PAM enables mapping these to the right data type, which in turn will enable a more convenient and dynamic analysis regarding these metadata filters within the Hello Customer platform.

Columns	Description
Custom_attributes_id	
Ext_Participant_transaction_id	Foreign key to the Participant table
Ext_Participant_id	The id of a specific participant.
Metadata_field	The name of the custom metadata field (e.g. "customer tier")
Metadata_data_type	If set in the participant attribute mapper (yet to be released in 2022) (ex: string, number, etc)
Metadata_value	The value of the metadata field (e.g. "Premium")

Updated_at	To support incremental loading, even after a metadata field has been adjusted. (UTC)  Some metadata fields may be updated, especially those which refer to the personal attributes of the participant (e.g. address may change over time) If you have already extracted the original transaction with the original address in your database, you will need to get rid of it when adding the updated transaction and its updated attributes.
Ext_Tenant_id	The tenant_id of the specific company that connected to our database

ISAAC Predictions table

This table holds the data about ISAAC's individual prediction items. One verbatim can contain multiple prediction items, thus multiple records in this table. A prediction item can in turn consist of multiple prediction lines (the "regarding").

 A single verbatim can have multiple prediction items, each linked to a single polarity (ranging from very negative to very positive).

The following is an example of 1 single **prediction item, containing 2 prediction lines**:

- prediction line 1 : Personnel friendliness(MC0) > Sales clerk (SC0_1)

regarding

- prediction line 2: Store(MC1) > Fitting rooms(SC1_1)

Columns	Description
Ext_Prediction_item_id	
Ext_Answer_id	Foreign key to the answer table
Score_type	The metric the ISAAC prediction is linked to: CSAT / NPS / CES
Polarity	Very negative <-> Very positive and everything in between
Area_name_0	The name of the area (groups specific combinations of main and subcategories together)
MC0	The main category of the first prediction line
SC0_1	The first sub category of the first prediction line
...	
SC0_4	The fourth sub category of the first prediction line
MC1	The main category of the first regarding (=2nd prediction line)
...	
SC1_4	The fourth sub category of the 2nd and last prediction line
Updated_at	To support incremental loading, even when rescoreing. (UTC)  After rescoreing, some predictions will be updated as a reflection of the enhanced AI capabilities. If you have already extracted the old predictions for an answer in your database, you will need to get rid of them when adding the updated predictions.
Ext_Tenant_id	The tenant_id of the specific company that connected to our database

Email_stats

This table contains data about email statistics. We display the latest status for a participant in this table. Email stats are only available as of 2021/01/01.

Columns	Description
Ext_Participant_id	The id of the participant
Created_at	Date the participant was uploaded in our system (first time) (UTC)
Updated_at	Last date when the email status for a participant changed. Enables incremental loading. (UTC)
First_name	
Last_name	
Email	
Latest_Status	Possibilities: • Unsubscribed • Not delivered • Send • Opened • Clicked • Answered • Delivered
Reason_not_delivered	<i>only if status = not delivered</i>
Date_unsubscribed	<i>only if a participant is unsubscribed.</i>
Is_reminder_mail	True when this is about a reminder mail, False when this is about the first mail
Ext_Tenant_id	The tenant_id of the specific company that connected to our database

Conversation manager

This table contains notes and tags from the conversation manager.

Columns	Description
Ext_Participant_transaction_id	The id of the transaction of the participant (i.e. the submission of the survey)
Updated_at	To support incremental loading (UTC)
Tags	All tags that are added to the conversation in the conversation manager in the platform
Notes	All notes that are added to the conversation in the conversation manager in the platform

Data model drawing

