Value-First Survey Response

Survey response in HubSpot

How the Value-First Team sets up its own HubSpot portal, for HubSpot users.

A Survey Response holds one person's reply to one feedback survey: the rating and any words they added.

HubSpot makes one from a reply to its loyalty, satisfaction, support or custom surveys. We use it as HubSpot ships it, and our portal holds none.

Why not score it all?

> "... we tried to standardize and normalize everything and score it ... we just didn't have the capacity."
>
> Chris Carolan, The Value Path with Joshua Oakes, 9 July 2026

Try it in your portal

Ask for their words. Add a follow-up question after the rating, so the reply holds their own words beside the number. Service › Feedback Surveys › Create survey, for a satisfaction or support survey. Service Hub Professional or Enterprise.

Tie it to the work. Pick Ticket pipeline or Deal stage (an opportunity stage) as the trigger, so the reply links to that ticket or opportunity too. Service › Feedback Surveys › Create survey, custom email survey, Recipients tab. Service Hub Professional or Enterprise.

Hear comments first. Tick "Only send notifications for survey responses that contain comments", so your team hears the replies with words. On a customer satisfaction or support survey's Automation tab. Service Hub Professional or Enterprise.

Whose value does it serve?

Value for the Customer

That means the people and organizations we work with. Our method keeps a rating inside the context of the relationship, never in place of understanding it. Value counts when the person who received it confirms it.



What links to a reply?



Every link drawn here is HubSpot's own. Our portal uses none of them, because it holds no survey responses.

Also connected, though not drawn: calls, orders, payments, invoices, quotes, subscriptions, carts, chats, marketing events and website content.

How does a Survey Response change?

It does not move through stages: HubSpot gives survey responses no pipeline. A reply is one moment, and a later reply from the same person is a new record. In our portal nothing has changed, because we hold no survey responses.

What is a Survey Response not?

Not where we keep confirmed value. That is a Value Entry, which a Survey Response has no link to.

Not a measure of value on its own. A rating says how someone felt. It earns its place only inside the relationship.