CUSTOMER FEEDBACK INSIGHTS

# Listen closely. *Decide clearly.*

A quieter way to hear what matters.

Showing 9 of 9 records. Metrics and charts follow these filters; authored actions and source notes remain report-wide.

| FEEDBACK RECORDS | NEGATIVE SIGNALS | THEMES REPRESENTED |
|---|---|---|
| 9 | 4 | 3 |
| One record, one primary theme | 44.4% of selected records | Human-assigned, not AI-inferred |

01 / THEME FREQUENCY

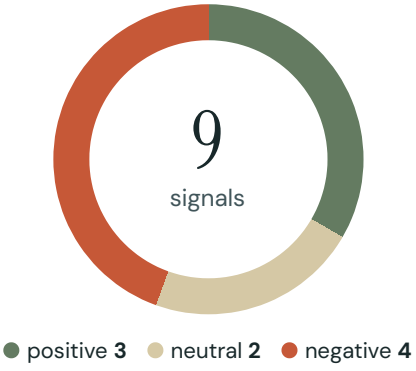
## What keeps coming up?




Share of selected records. This sample is not a population estimate.

02 / SENTIMENT MIX

## Read the room.



03 / EVIDENCE CARDS

# The words behind the numbers.

F01 / ONBOARDING

“I understood the value, but finding the first project template took too long.”

Interview · 2026-10-08

NEGATIVE

F02 / COLLABORATION

“Sharing one link with the team made the review feel much less fragmented.”

Support · 2026-10-09

POSITIVE

F03 / ONBOARDING

“A worked example would have helped me get started without asking for a call.”

Survey · 2026-10-10

NEGATIVE

F04 / REPORTING

“The summary is useful. I still need to export the underlying numbers for our review.”

Interview · 2026-10-11

NEUTRAL

F05 / COLLABORATION

“Comments stay close to the work instead of getting lost in another channel.”

Survey · 2026-10-12

POSITIVE

F06 / ONBOARDING

“The checklist works once you find it. I would put it on the first screen.”

Support · 2026-10-13

NEUTRAL

F07 / REPORTING

“I need to know exactly which dates are included before I share the report.”

Survey · 2026-10-14

NEGATIVE

F08 / COLLABORATION

“The final handoff is simple enough for people who do not use our other tools.”

Interview · 2026-10-15

POSITIVE

F09 / ONBOARDING

“Starting from a blank page felt like more work than I expected.”

Interview · 2026-10-16

NEGATIVE

04 / AUTHOR-SUPPLIED ACTIONS

## What happens next.

01

**Product / Lena**

Test an example-first onboarding path with five new participants. Keep the current path as a comparison.

02

**Research / Omar**

Check whether the onboarding signal persists beyond this convenience sample.

03

**Reporting / Inez**

Make date coverage visible next to every exported summary.

SOURCE & DEFINITIONS

Fictional research ledger, 8–16 October 2026. One de-identified feedback item per row, one primary theme, human-reviewed sentiment. Multiple records may come from the same person. Convenience sample; no claim of population representativeness.

Fictional demonstration data. Not actual customer, employee or company results.