**User Feedback & Adoption Reports**

**Overview:**  
Reports that measure how end-users (customers or internal staff) are interacting with the system and their satisfaction levels, especially for new features like mobile money payments.

**Contents:**

* **User Surveys & Ratings:** Quantitative scores and qualitative feedback collected through surveys, interviews, or usability tests.
* **Adoption Metrics:** Number and percentage of users actively using new features (e.g., mobile money payment option usage rates).
* **Support Tickets & Issues:** Common user-reported problems or questions.
* **Training & Onboarding Effectiveness:** Feedback on user training materials or sessions.
* **Usage Trends:** Frequency and peak times for mobile money transactions or related features.
* **Recommendations:** Suggestions for feature improvements, additional training, or communication strategies.

**Tools Used:** SurveyMonkey, Google Forms, in-app analytics tools (Mixpanel, Google Analytics), CRM feedback modules, helpdesk software.  
**Purpose:** To ensure the system meets user needs, improve user experience, and drive higher adoption and retention rates.