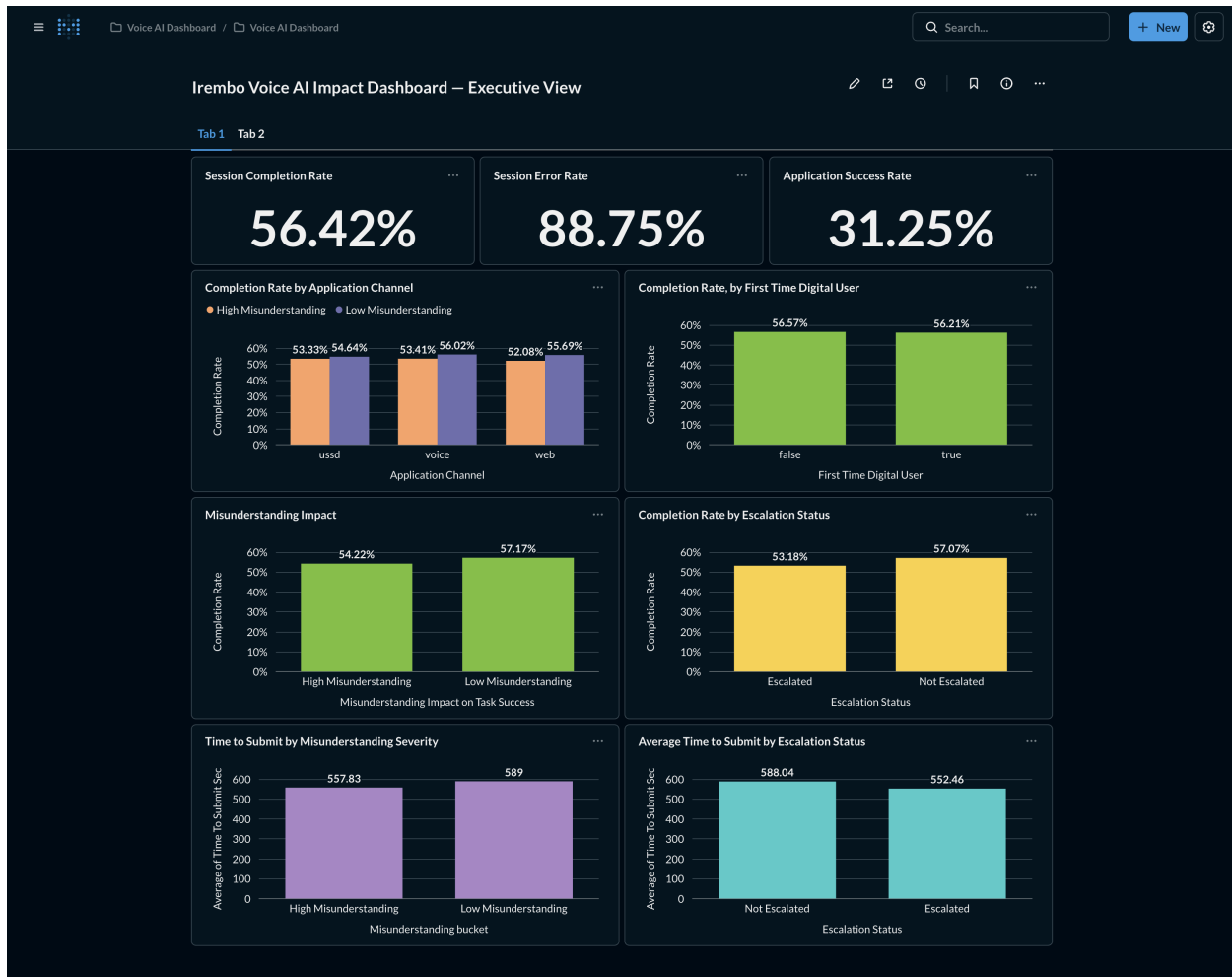# Irembo Voice AI Impact Dashboard-Executive View

To support product, operations, and leadership decision-making, I designed an executive dashboard structured around a progressive analytical narrative.

The dashboard moves from overall system performance to root-cause diagnosis and operational efficiency, enabling both strategic oversight and tactical action.

Executive KPI Overview — System Health

The top layer provides a macro-level performance snapshot:

- Overall Session Completion Rate

- Application Success Rate

- Session Error Rate

These KPIs answer the fundamental question:

Is Voice AI delivering reliable task completion?

This section allows leadership to quickly assess whether the system is meeting baseline performance expectations and whether improvements are trending in the right direction.

Accessibility & Adoption — Inclusion Impact

This layer evaluates whether Voice AI reduces barriers to digital services:

- Completion Rate by Application Channel (Voice vs USSD vs Web)

- Completion Rate by First-Time Digital Users

These views assess whether Voice meaningfully improves access for digitally inexperienced users and how it performs relative to alternative channels.

If Voice shows equal or higher completion for first-time users, it signals real accessibility gains.

This directly aligns with Irembo's mission to reduce literacy and digital access barriers.

Friction Drivers — Root Cause Diagnosis

This section identifies performance inhibitors:

- Completion Rate by Misunderstanding Severity

- Completion Rate by Escalation Status

Key insight:

Higher misunderstanding and escalation correlate with lower completion rates, indicating that NLP comprehension quality and recovery flow design are primary drivers of task abandonment.

This enables product teams to prioritize:

- Intent recognition improvements

- Clarification prompts

- Fallback handling

- Escalation flow redesign

Instead of optimizing surface metrics, the dashboard highlights underlying friction mechanisms.

Efficiency Impact — Operational Cost Signal

This final layer connects friction to time cost:

- Average Time to Submit by Misunderstanding Severity

- Average Time to Submit by Escalation Status

These metrics quantify operational efficiency implications.

Interestingly, escalation sessions tend to end earlier — suggesting that escalations may result in truncated flows rather than prolonged struggle.

This insight informs:

- Whether escalation is functioning as an efficient safety net

- Or whether it represents premature abandonment

By connecting completion, friction, and time, the dashboard supports both UX optimization and operational efficiency analysis.

Design Philosophy

The dashboard follows a structured diagnostic flow:

System Health → Accessibility → Friction → Efficiency Impact

This structure allows leadership to:

1. Assess performance at a glance

2. Identify which user segments are affected

3. Understand what causes friction

4. Quantify the cost impact of that friction