

Case Study Tasks

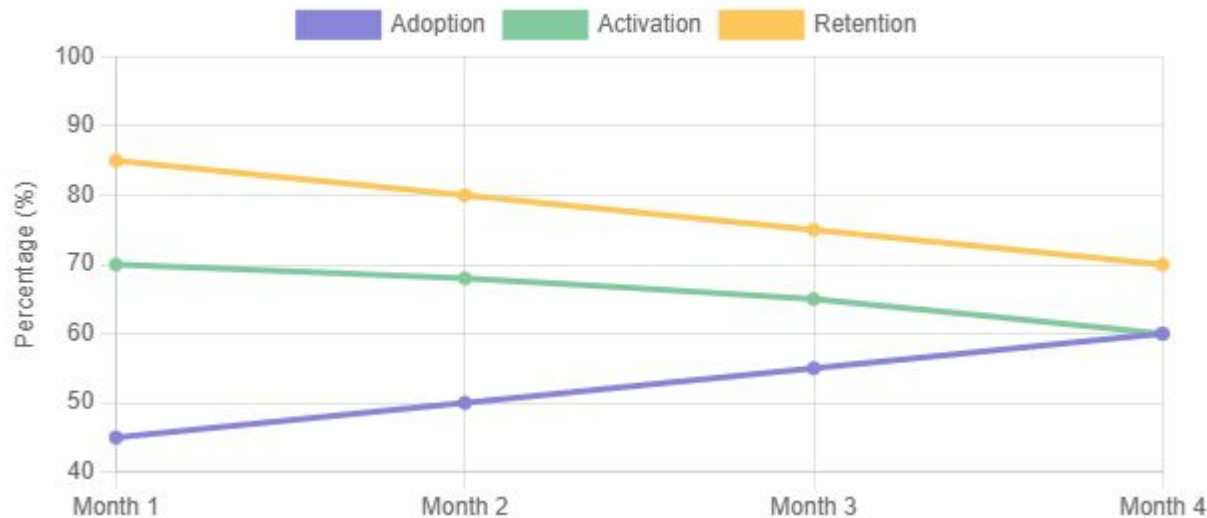
Task 1: Product Metrics Analysis

You are working with the Product Management team to track key product metrics: **Adoption, Activation, and Retention**. You have been given the following dataset:

Metric	Month 1	Month 2	Month 3	Month 4
Adoption (%)	45	50	55	60
Activation (%)	70	68	65	60
Retention (%)	85	80	75	70

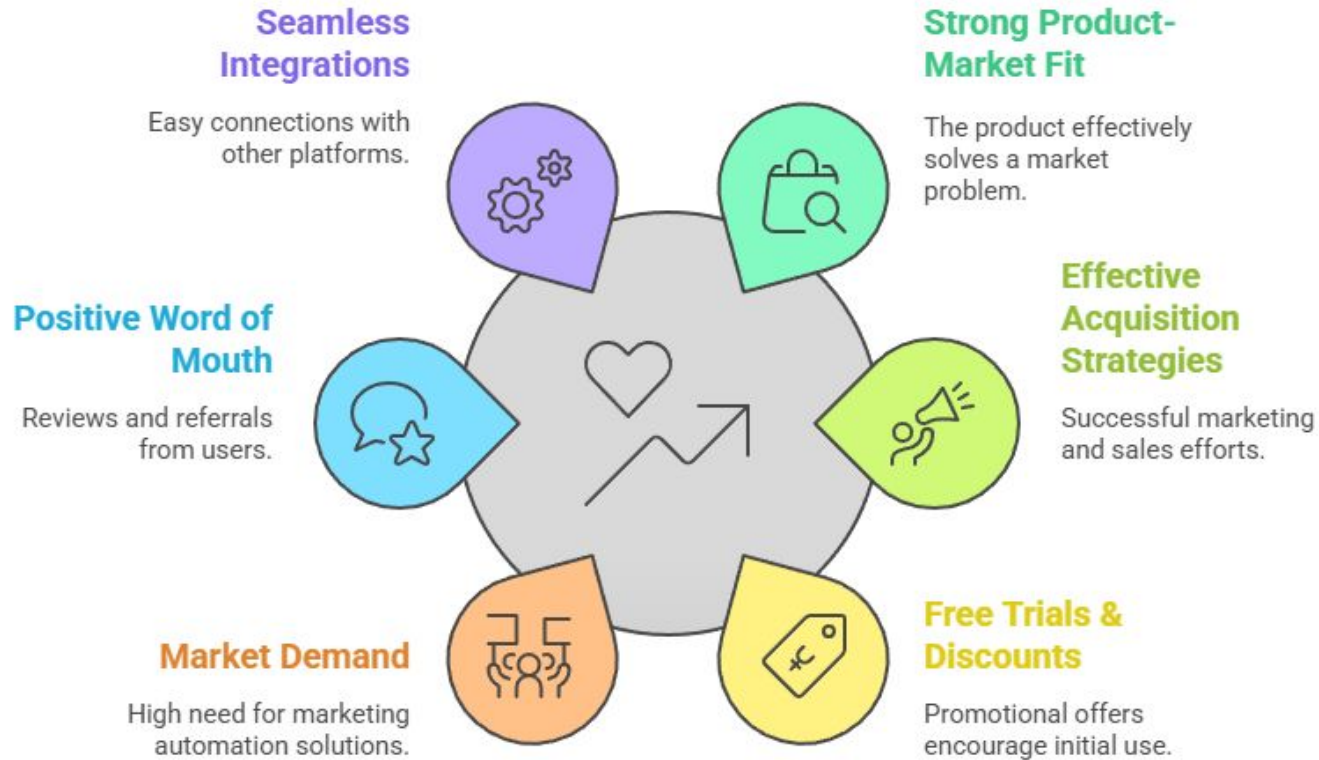
1. Analyze the trends in the data.
2. Provide 2-3 key insights based on the analysis.
3. Suggest actions the Product Manager should take to improve any declining metrics.
 - a. Specific experiments or process changes (e.g., onboarding improvements, in-app nudges, etc).
 - b. Metrics to measure the success of your recommendations.
4. Optional: Suggest how cohort analysis or segmentation could deepen the insights.

Optimizing Product Growth: Insights on Adoption, Activation & Retention Trends

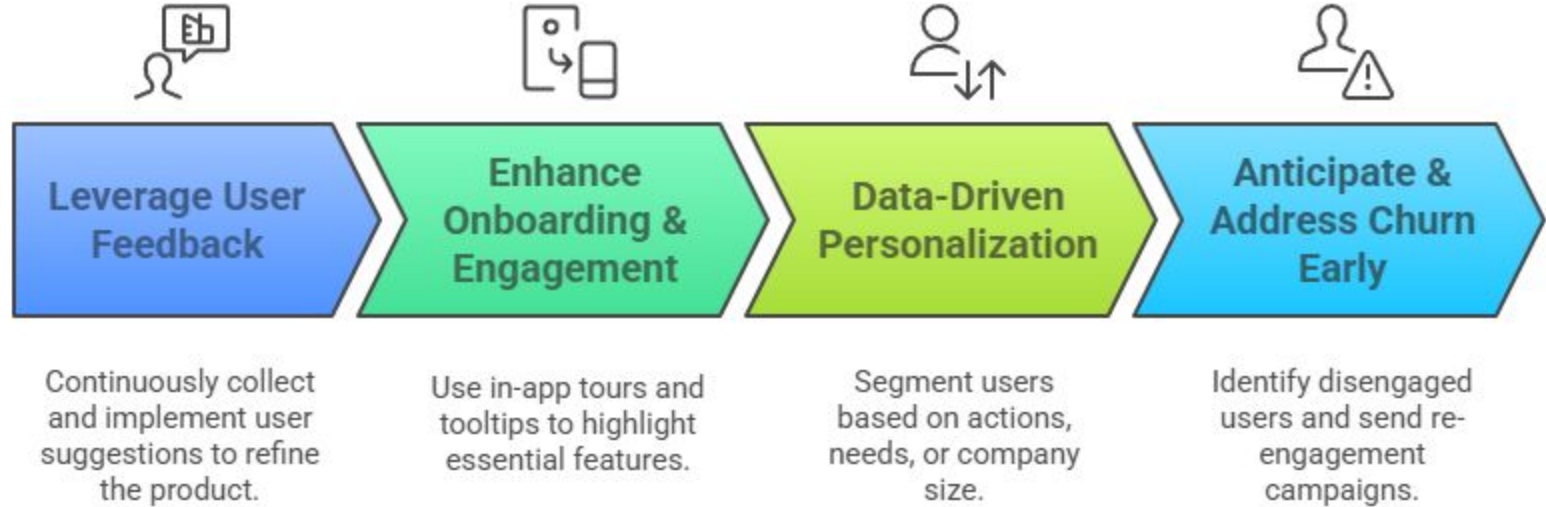


Adoption rate has increased by **33%** over 4 months, while Activation rate has declined by **14.2%** and Retention rate has dropped by **17.6%** during the same period.

Factors contributing to increased Adoption Rate



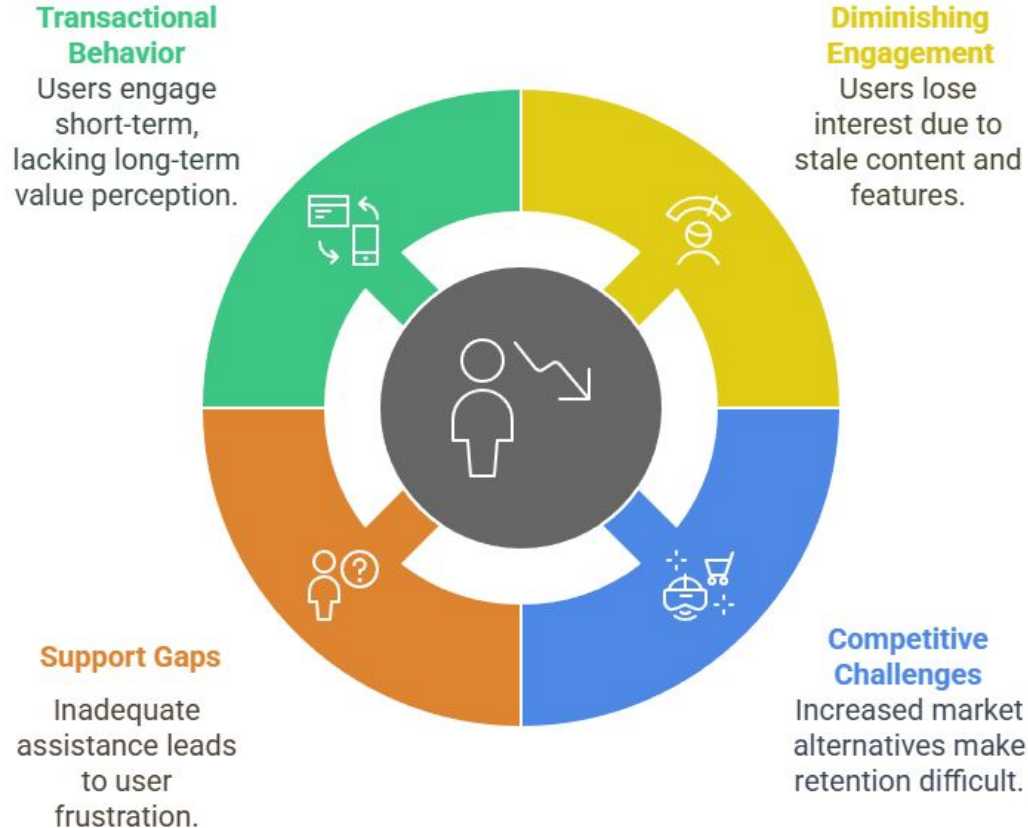
Strategies for Sustaining Adopting Growth



Activation Rate Improvement Strategy



Reasons for Dropping Retention Rate



Strategies for Enhancing Retention Rate

Competitive Differentiation

Emphasize unique offerings and superior support to stand out in the market.

Support Ecosystem

Provide a robust support system including AI, dedicated managers, and self-service options.

Engagement Mechanisms

Focus on keeping users actively involved through updates and reengagement tactics.

Value Demonstration

Highlight the product's versatility and potential for business transformation.



Task 2: Support Ticket Analysis

You've received the following dataset of support tickets. The goal is to identify patterns in customer-reported issues to prioritize fixes for the next sprint.

Ticket ID	Category	Frequency	Impact (Low/Med/High)
001	Login Issues	40	High
002	Payment Failures	25	High
003	Feature Requests	50	Low
004	UI/UX Feedback	30	Medium
005	Performance Issues	20	High

1. Summarize problem areas: Identify the most critical issues and trends.
2. Prioritisation: Prioritize the issues for the next sprint and explain your rationale.
3. Stakeholder collaboration: Suggest how you would validate these priorities with the Product Manager and development team.
4. Process improvements: Suggest systems or workflows to address recurring issues (e.g., better triaging, automated alerts).

Problem Areas:

Critical Functionality Issues

- High-impact issues (**Login, Payment, Performance**) make up **51.5%** of tickets, requiring immediate attention to ensure stability.

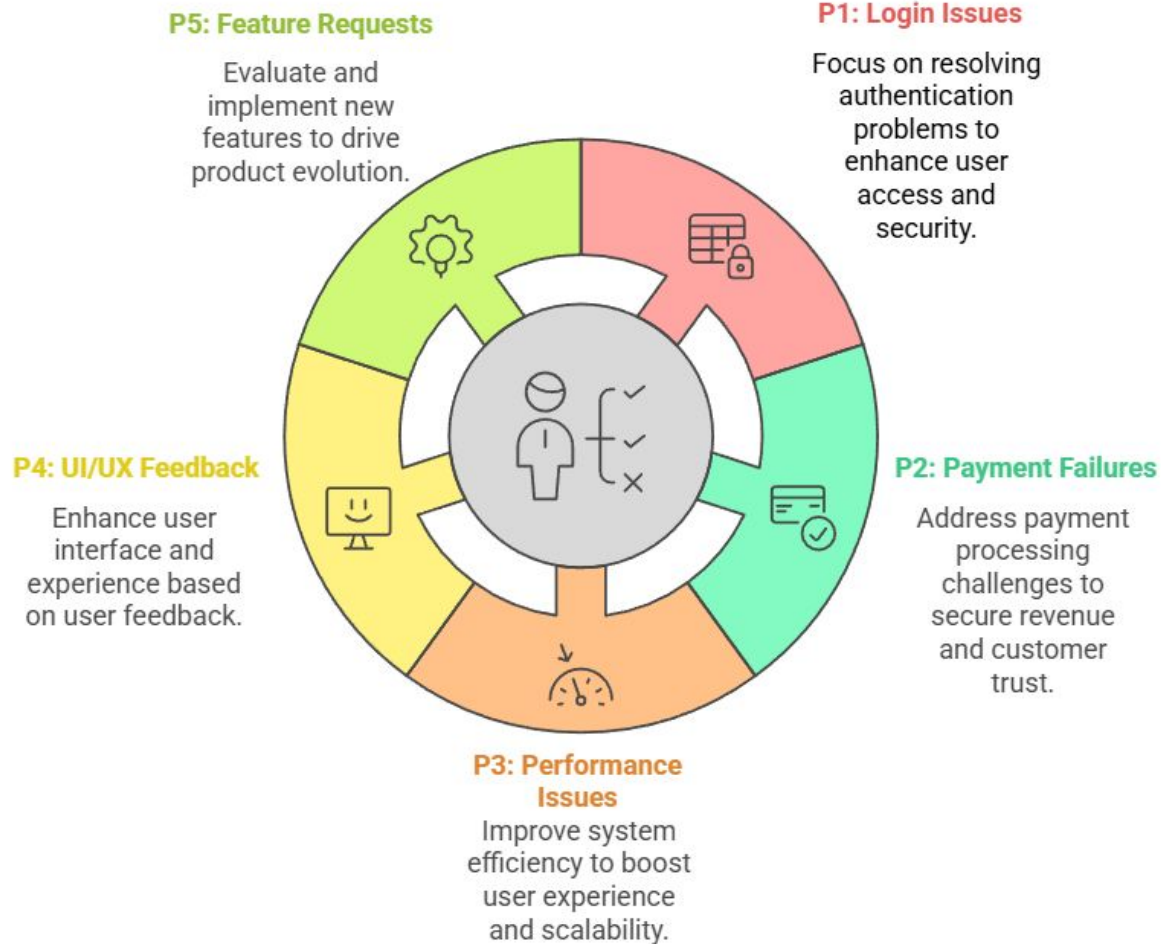
User Experience & Engagement

- **UI/UX feedback (30)**: Highlights usability challenges.
- **Feature requests (50)**: Show high engagement and opportunities for product enhancement.

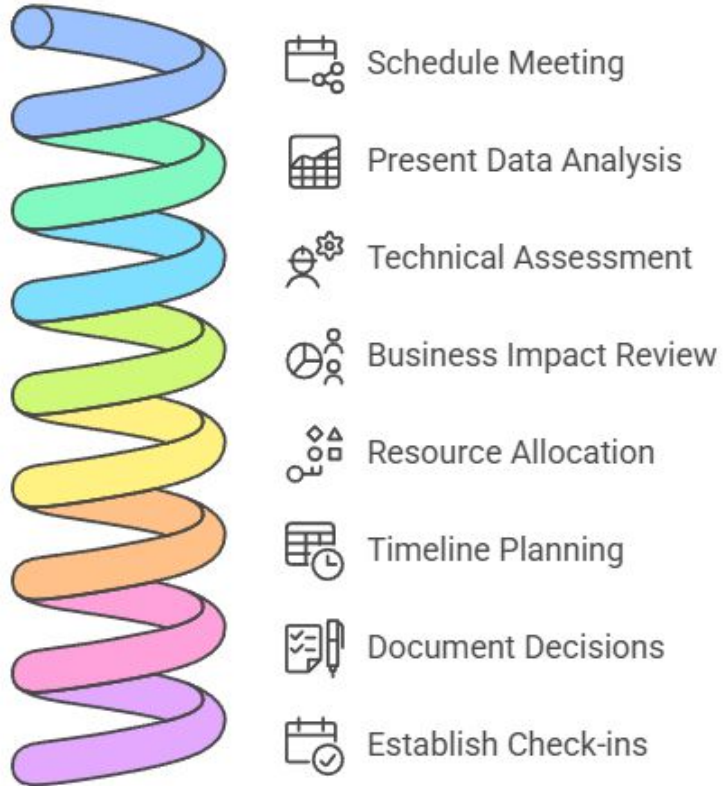
Balancing Priorities

- Address high-impact core system issues first while leveraging medium and low-impact insights to enhance the user experience and drive long-term growth.

Issue Prioritization for Next Sprint



Stakeholder collaboration process



Process Improvement for Support Issues



Task 3: Customer Engagement

You are tasked with coordinating a customer feedback session to gather insights for upcoming product improvements.

1. Draft an email to invite a customer to a feedback call.
2. Outline a brief agenda for the meeting.
 - a. Key topics/questions for discussion.
3. Explain how you would ensure the discussion stays on track and captures actionable feedback.

To Mark

Cc Bcc

Help Shape the Future of GoHighLevel - Your Feedback Matters!

Dear Mark,

I hope this email finds you well. As a valued GoHighLevel customer, your experience and insights are incredibly important to us. We're currently gathering feedback to enhance our platform, and your input would be really valuable to us.

Would you be available for a 40-minute virtual feedback session next week? Your input will directly influence our upcoming product improvements and help us better serve businesses like yours.

As a token of our appreciation, we'll provide a \$50 credit toward your next monthly subscription.

Proposed time slots (IST):

- Tuesday, February 4th: 10:00 AM or 2:00 PM
- Wednesday, February 5th: 11:00 AM or 3:00 PM
- Thursday, February 6th: 1:00 PM or 4:00 PM

I've attached a brief agenda for your reference. Please let me know which time works best for you, and I'll send a calendar invite with the meeting details.

Thank you for considering this opportunity to help shape GoHighLevel's future.

Best regards,
Saujanya Waikar
Product Operations Specialist
GoHighLevel

Agenda.pdf (230K)



Send



Agenda for Feedback Session

1. Welcome and Introduction (2 minutes)

- Brief introduction and session overview to explain how your feedback will be used to set expectations for open and honest dialogue.

2. Current Experience Assessment (15 minutes)

- Primary use cases, daily workflow, and platform integration.
- Most valuable features & pain points.

3. Feature Deep Dive (10 minutes)

- Marketing automation, CRM, website builder, funnels, analytics, and mobile app experience.

4. Future Needs and Improvements (10 minutes)

- Desired features, integrations, training needs, and competitive gaps.

5. Wrap-up and Next Steps (2 minutes)

- Key takeaways, appreciation, and contact details.

1. Keeping the Discussion on Track

- Start with a clear **2-minute** overview of the session's goals.
- Prepare **3-4 key questions** for each topic to guide discussions.
- If the conversation drifts:
 - Politely redirect: *"That's interesting—let's note it down and come back to our main topic."*
 - Use the **"parking lot"** technique to set aside off-topic discussions and revisit later.

2. Capturing Actionable Feedback

- Use a structured template with three columns: **Issue/Impact/Solution**
- Ask: "How does this affect your daily work?" to uncover real challenges.
- Gather specific examples with measurable data (e.g., "This takes 5 extra clicks per task.").
- Confirm understanding by summarizing key points.
- With permission, take screenshots, record the session or use AI note-taking bots to ensure accuracy.

Thank You!