

- Overview
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## Experience dashboard

We analyzed feature usage, sentiment and support touches across the entire portfolio to identify where new success plays are needed for the upcoming quarter.

**1,247**

Active Accounts

last 30 days **+6.8%**

**41**

Feature NPS

promoters dominate **+4.1**

**12 days**

Time To Value

median onboarding **-2 days**

**94%**

Renewal Forecast

confidence window **stable**

### Actionable highlights

The product squads unlocked three directional initiatives that should be prioritized before the growth summit. Each item links revenue impact with a clear owner and expected deliverable.

#### Unified handoffs

Improve the lead-to-onboarding workflow by consolidating intake forms and instrumenting the welcome tour analytics.

#### Insight surfacing

Bring surfacing of AI co-pilot suggestions directly into the workspace canvas to increase weekly stickiness.

#### Hybrid playbooks

Launch the curated playbooks for hybrid teams including asynchronous templates and follow up nudges.

#### Voice of customer

Expand the research panel to include enterprise champions and attach closing-the-loop rituals.

### Delivery timeline

January 08 — Discovery sprint

Complete shadowing sessions with top 12 accounts and instrument new activation funnels.

January 22 — Experience alpha

Roll out revised navigation to 18% of the cohort and collect qualitative day-7 feedback.  
February 12 — Growth summit

Present the narrative and secure resourcing for self-serve expansion alongside sales enablement.

Sentiment breakdown

Segment	Advocates	Neutrals	Attention	Comment
Enterprise	62%	28%	10%	Security compliance friction during onboarding.
Mid-market	54%	31%	15%	Need clearer in-app guidance for workflow automations.
Scale-ups	71%	19%	10%	Churn mostly tied to billing consolidation delays.
Startups	38%	36%	26%	Pricing experimentation is confusing for early teams.

Snapshot board

This board surfaces curated snapshots from the product research hub. Each snapshot combines a data slice with a qualitative insight that can be discussed during the next executive sync.

- **Canvas sessions up 32%**Experiment: highlight content blocks with guided arrows on empty states.
- **Automation drop-offs reduced**Insight: inline coaching messages prevented 42% of abandonment mid-flow.
- **Regional adoption parity**Play: weekly lighthouse call calibrates context for LATAM and EMEA pods.

Generated internally for the Venn Studio planning session — distribution beyond leadership requires approval.