

June 2025

Status

Done

This Month: A Snapshot

This month, CX experienced an overall increase in ticket volume, with 43% of overall tickets being subscription-related, up from 35% last month.

	Volume	Time to Final Resolution	CSAT
Team	9,514 tickets (+6.7% MoM)	15.18 hrs (+187% MoM)	82.52% (+1.2% MoM)
Overall	22,196 tickets (+12.1% MoM)	10.38 hrs (+120% MoM)	84.03% (-1.77% MoM)

▼ HEX Visuals

All tickets created in June. Total 22,196 tickets.

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest?embedded=true&embeddedStaticCellId=0197f6ce-bd57-7bb1-bc41-f0e7e9d98f26>

Revenue Growth Tickets: Level 2 Categories

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest?embedded=true&embeddedStaticCellId=0197f6d7-9196-7bb1-bc48-b8b2d3fd2886>

Revenue Growth Level 3 Tickets Breakdown

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest?embedded=true&embeddedStaticCellId=0197f6d9-899a-7bb1-bc49-9b8255a9274e>

User Groups & Ticket Patterns

- Based on users' primary roles within their teams, 48% of contacts are family members, 37% are fans, and 12% are staff.
- By competition level, contacts are primarily from club/travel teams (51%), followed by recreational (25%) and school teams (13%). This distribution closely aligns with the active user base in June, which consisted of 48% club/travel, 24% recreational, and 14% school teams.
- This is noteworthy because club/travel teams have a higher average number of subscribed users per team (52 users) compared to recreational teams (24 users). Despite having fewer users per team, recreational teams still generate a sizable portion of support volume, suggesting that recreational users may be submitting more tickets on a per-user basis.

Revisiting Last Month - Progress Since May

- From a volume perspective, `subscription_access_issues` remained as the top ticket category last month, accounting for 34% of all subscription tickets. That percentage stayed the same this month at 35%, though total escalations dropped. This month saw 29 Google and 16 Apple access-related escalations (-25%).
- The other key trend from last month "CX Tooling, Recurly Escalations" also have consistent volume this month, with 340 tickets logged again. That's a

continued +30% increase vs. April for both May and June. Of these, 70% were refund-related and 18% related to cancellation requests.

This Month: Escalated Tickets

This month, out of overall 768 escalated tickets in Zendesk, 125 were subscription-related (Revenue Growth owned).

- There's a clear pattern of weekly spikes, especially on Thursdays and Fridays.
- Top 3 escalated categories are
 - (1) Subscription Access Issues
 - (2) Refund Requests
 - (3) Cancel Subscription

▼ HEX Visuals

Escalated tickets' volume over time, color coded by Lever 3 categories. Red line is the median final resolution by date. "SC" indicates the beginning of a spring cycle (Monday).

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest?embedded=true&embeddedStaticCellId=0197f6fc-a1cd-7bb1-bc4c-7380dfa6a6a1>

These escalated tickets are broken down by competition level below, highlighting the varying needs across different team types.

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest?embedded=true&embeddedStaticCellId=019807e1-95da-7dd3-bd97-444b38a0cdee>

Sentiment Analysis around Top 3 Categories (Swift CX)

Out of the 125 subscription-related escalated tickets, 80% of it were able to be analyzed by SwiftCX, one of our AI providers. This is due to factors like the AI not being able to analyze a ticket if there is more agent interaction, or on the opposite spectrum, if they are too simple, one-touch tickets. Below are the summaries of the *escalated* tickets that were able to be analyzed:



Negative sentiments are primarily driven by customers facing login problems, not getting access to paid features, or having issues with trial period charges.

- **(#1324739) Example Ticket, Summarized:** Customer upgraded from Plus to Premium on the same date; however, the account still shows the Plus subscription instead of Premium. Platform: iOS.



Neutral sentiment issues are dominated by straightforward requests to cancel subscriptions.



Positive sentiment often recorded when an agent successfully resolves a complex subscription or billing problem for the customer

- **Example Ticket, Summarized:** Customer was locked out of premium features despite being a subscriber and needed help resetting their password. The

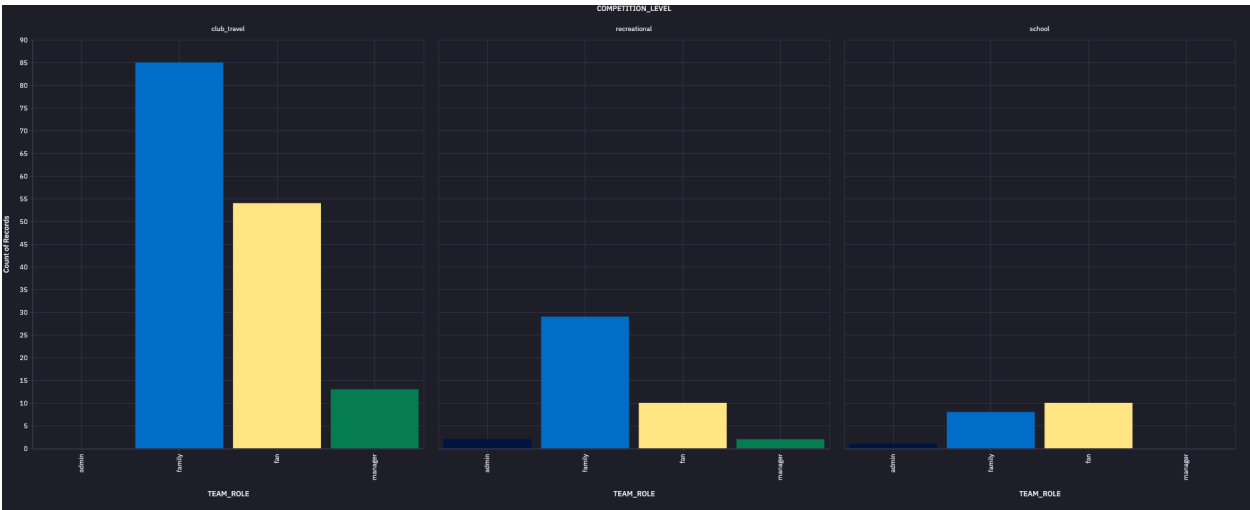
agent manually reset password and synced subscription → positive sentiment

App Review Escalations (AppFollow)

This month, a total of 156 tickets were received via Zendesk, 43 of which originated from App Store reviews rated three stars or below, and these are automatically routed to Zendesk for follow-up. Of those 43 lower-rated reviews, 20 tickets were related to pricing concerns, subscription issues, and access problems tied to subscriptions. The remaining half were primarily focused on technical challenges, including app freezes and difficulties with content loading on demand.

Deep Dive: Family Plan

The Family Plan launched as a beta feature in early June, generating 239 tickets, while accounted for 2% of total volume. The pie chart below shows the demographics distribution (team role + competition level) of these tickets, representing highest roles of the users' latest team associations.



Common Themes & Pain Points

- Subscription Transition Issues
 - Concerns about losing money already paid for individual subscriptions when switching.
 - Requests for refunds or rollover credits for unused portions of existing subscriptions.
- Plan Size Limitations
 - Requests for larger family plans (e.g., more than 4 members) due to large households.
- Platform Availability Confusion
 - Confusion about platform restrictions (e.g., family plan only available on the web, not app stores).
 - Geographic/Regional Limitation: 1 ticket compliant about limited Canadian access

Sentiment Analysis around Family Plan (Swift CX)

Positive: sentiment is driven by customers who see value in the family plan and are eager to use it, even if they *need help* with the logistics of switching.



Example Positive Ticket #1339366

"I have been a member of GameChanger since 2016. We have 7 kids. We both just paid extra (my wife and I) for a premium subscription and now see this family plan. Can we please be moved over to this subscription? Our emails currently on premium are XXX. We'd like to add YYY. Please let us know if this is possible. We are the perfect family for this beta because we use it religiously."

Negative: Tickets are not negative toward the *idea* of the family plan, but rather about execution failures in billing, feature access, and customer service.



Example Negative Ticket #1339366

"Can I just upgrade my current subscription? I'd like to maintain the current teams."

- Agent: "...Currently, it's not possible to upgrade an existing subscription to a Family Plan directly..."

Recommendations Moving Forward

Next Steps for Family Plan

Customers need clearer instructions on how to upgrade, particularly for app store subscriptions. The current process is confusing, with frequent questions about refunds and prorating. We should investigate and resolve the billing and feature access issues that are generating negative feedback.

Stats and Insights Access Level

Implement clearer labeling of access levels within the *Stats* tab for each team. Users should be able to easily identify what data they have access to and what is restricted. Additionally, provide explicit guidance on whether upgrading their plan or requesting team membership will grant the desired access. The current lack of transparency is contributing to user confusion, a high volume of support tickets, and negative sentiment reflected in App Store reviews.

▼ Sources

<https://app.hex.tech/e57bd843-cb2f-40c8-ac17-8e920a1a7f7d/app/0197f0ee-6058-7007-a5d2-0499b7713abe/latest>: Revenue Growth CX Report June 2025

Revenue Growth CX Insights - May '25

CX Revenue Growth Looker Dashboard

Zendesk Explore (Support Dashboard & Reports)

Feature Request Airtable

SwiftCX (AI Summary)

AppFollow

Community Data (Reddit, Facebook, etc.)