Activators Insight Report June 2025

◻ Status	Done

▼ Activators Related Support by the Numbers

Volume

- Team: 2,526 tickets created (-24.14% decrease)
- Overall: 16,503 tickets total (19.56% of total tickets created, +4.26% MoM)
- Escalations: 53 tickets (27% of total escalations, + 35.9% MoM)

Time to Final Resolution

- Team: 6.3 hrs (+21.15% MoM)
- Overall: 6.4 hrs

CSAT

- Team: 89.3%
- Overall: 85.1%

▼ Top CX Insights

Feature Requests

The top category for the Activators in team management was *feature requests* at ~26%. The majority of these requests are for new sports, but there are also requests concerning features related to the Activators' goals.

Theme	% of Total Requests	AI Tone Analysis
RSVPs	3.4%	The overall sentiment is mostly **constructive but frustrated**. Users are not angry, but they are clearly experiencing friction with the current RSVP system.
Messaging	2%	Users expect messaging to be more **modern and reliable**. Many are politely urging improvements.
Orgs	1.9%	Feedback comes from users in leadership/admin roles who feel the product doesn't fully support complex organizational needs. Sentiment is **constructively critical**— they want to use the platform more broadly, but friction blocks them.

Top Bugs

1 <u>No Team Content Loading (iOS)</u> *Status = Release*

Tricky one to pin down and reproduce, but it prevents users from accessing their teams' games and content. We appreciate the deep attention to this kind of ticket, where it is a clear blocker with no workarounds to recommend while waiting for a fix.

2 <u>Invited Members Visual Glitch</u> *Status = Code Review*

Staff members have a lot of variables to manage and monitor when they are getting their teams set up and onboarded, so eliminating this as an area for confusion for them will be much appreciated.

3 Android Users Cannot Save Pictures Sent in Messages *Status = Completed*

Android users always notice (even when we don't) when they do not have the same functionality as iOS users. Props to Anibal for his slick solution to help the Android devices that were struggling with downloading images.

📌 Also, messaging issues such as these: <u>One</u>, <u>Two</u> & <u>Three</u>

Messaging issues can be hard to diagnose, so we are working to monitor cases like these to track any trends in users' issues.

CX Tooling

Sports Connect External Teams Listing

Currently, not all Sports Connect teams are available in CX Tools on the External Teams tab. Sports Connect issues were not frequent in June, with only around 1.6% of team management tickets involving Sports Connect. However, we expect Sports Connect ticket volume to increase as we get closer to soccer and fall ball season. For instance, in August of 2024, there were 238 tickets tagged with `sc_league` as teams started to get onboarded.

This tooling gap makes it more time-consuming for agents to address Sports Connect tickets, since we rely on it to ensure that our troubleshooting for teams having difficulty importing is working.

▼ Sentiment Overview

Not all tickets are 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 percentages of the *team management* tickets that were able to be analyzed:

Sentiment	Ticket Count	% of Analyzed Tickets
Positive	1,002	55.2%
Neutral	715	39.4%
Negative	98	5.4%
Total Analyzed	1,815	100%

👍 **Positive Ticket Analysis**

"When customers ask us to expand our platform's capabilities or help them manage their data, our team is delivering solutions that lead to very positive outcomes."

The example below is from a user who was pleased with how quickly agents can restore events that are deleted accidentally. Users appreciate it when we can resolve their requests quickly with little or no action required from their end.

We had an event today that was canceled by accident and the video was attached. Is there to get that back? June 1? We want to the video available.

Thanks,

👎 **Negative Ticket Analysis**

"The good news is that there isn't one single, major issue driving a large volume of negative feedback. The complaints are varied and small in number. This suggests we are dealing with isolated bugs or individual user frustrations rather than widespread, systemic failures."

The example below shows a user who is frustrated after their coach has deleted their child from the team, making them lose access to their child's

content. This isn't happening with every team and causing every user distress. Still, it can be deeply frustrating for subscribers when their data is interfered with in this way unexpectedly, even if the coach isn't trying on purpose to block parents' access to content.

> So I pay for premium access. But don't get access? You are charging me, but not giving me what I pay for. I pay to have my sons stats. And a disgruntled coach can block us from what we pay for? He doesn't pay for it. I do and other parents do.

▼ Sources

CX Activators Looker Dashboard

Zendesk Explore

Feature Requests Airtable

SwiftCX

AppFollow

Facebook Community Data