CX User Journey Analysis

WORK IN PROGRESS

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🔍 Introduction

Overview

Terms & Glossary

Snowplow Frontend Tracking

- Event: "We use structured events for button taps (also known as user actions) and out-of-the-box Snowplow self-describing events for screen and page views." ☂️ Snowplow Overview
- Session: "A session expires when no tracking events have occurred for the amount of time defined in a timeout (by default 30 minutes). The session

timeout check is executed for each event tracked. If the gap between two consecutive events is longer than the timeout the session is renewed....” Session Doc

- Help-seeking session: Users tapping on "Help Center" or "Contact Support" at least once in the same session (`tapped_help_center`, `tapped_contact_support`)

CX Tickets

- Escalation: For the purposes of this analysis, **"**escalation**"** refers to any user issue that reaches Zendesk, regardless of channel/method. This includes:
  - Ada chatbot hand-offs to human agents
  - Direct ticket submissions through the “Contact Support” Form
  - Email-based support requests
  - Any other channel that creates a Zendesk ticket

  This definition differs from internal Customer Success terminology, where "escalation" specifically refers to tickets wiring to tier 2 triage, requiring specialist intervention. In our analysis, escalation simply indicates that automated or self-service options were insufficient to resolve the user's issue, *requiring human support intervention*.

CX’s Current State

Platform

The mobile app provides two primary support pathways for users (in the Account Setting screen):

- The `tapped_help_center` event in the mobile app directs users to help.gc.com, where they can access self-service resources including comprehensive help documentation. An integrated AI chatbot is available within the help center, successfully resolving approximately 50% of user inquiries autonomously. The remaining 50% of cases that exceed the chatbot's capabilities are escalated to human support agents via Zendesk.

- The `tapped_contact_support` event in the mobile app opens the web form hosted on https://help.gc.com/hc/en-us/requests/new, which creates a new ticket and routes submissions directly into the Zendesk for human agent review and resolution.

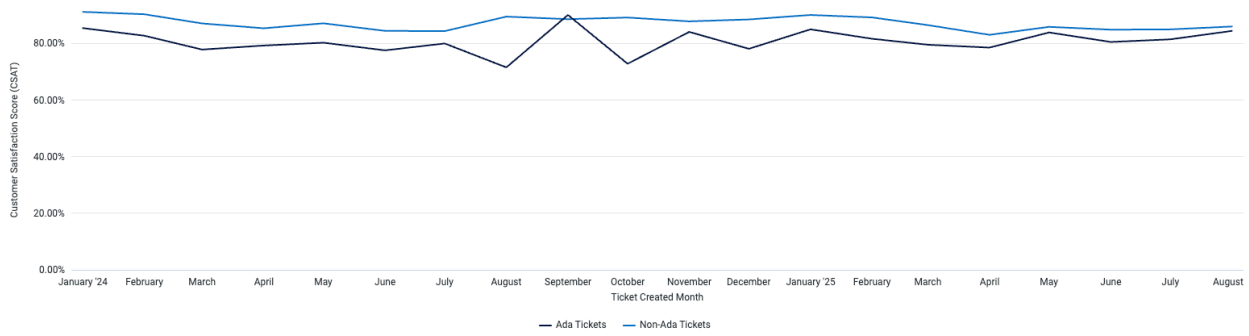
The web app provides one primary support pathways for users

- Support button

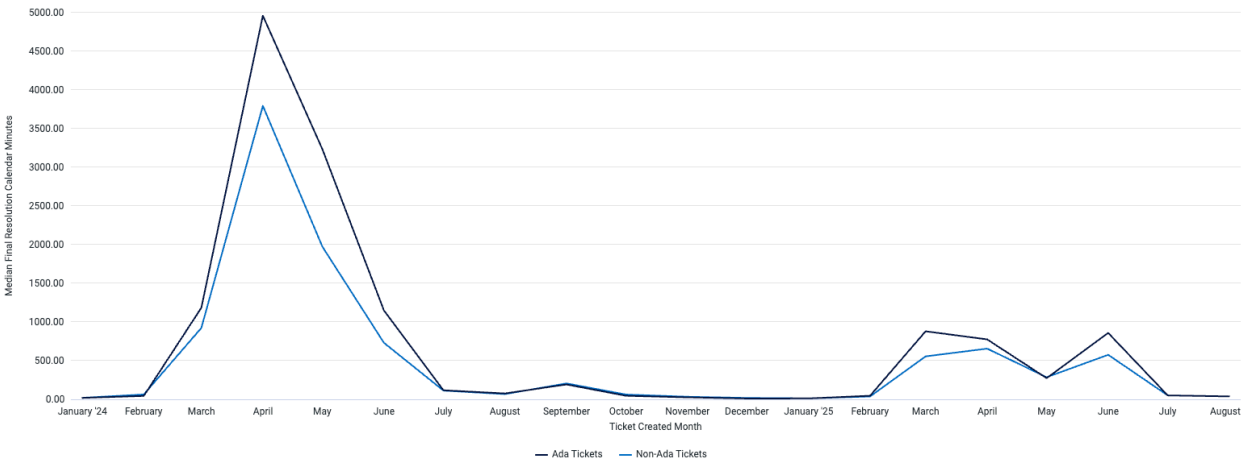
Ada Performance

Below are comparisons of Ada tickets vs. Non-Ada tickets by month.

CSAT: Looker



Time to Resolution: Looker



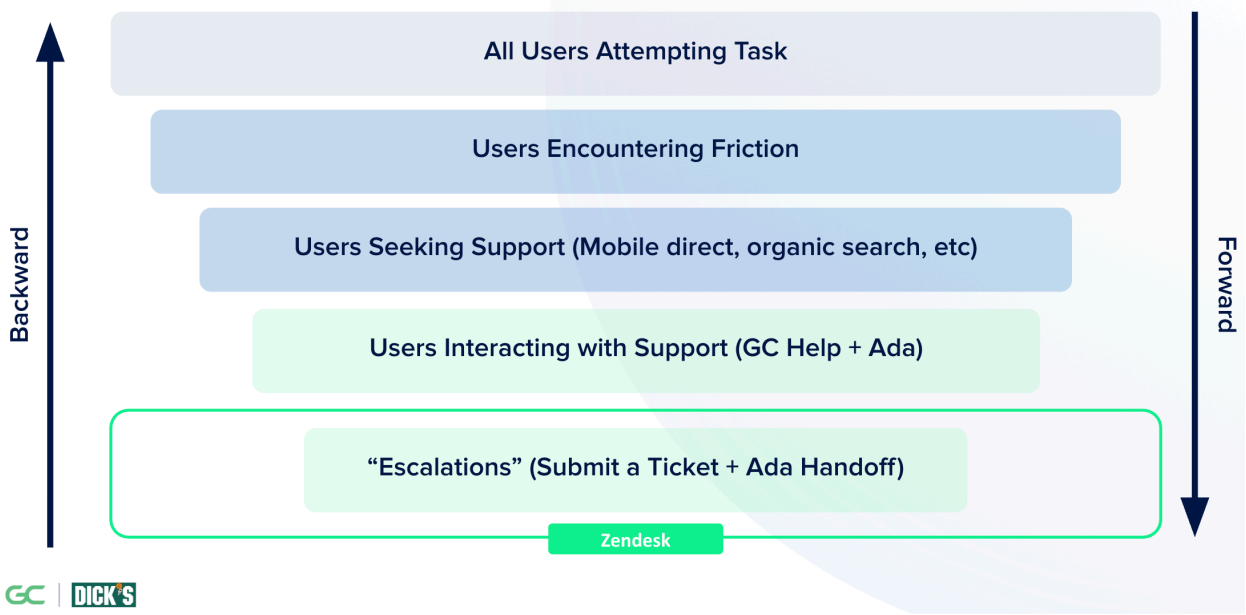
Methodology

This analysis will use a bidirectional analysis to understand user pain points

1. Backward - First, we look at CX tickets by volume to identify top pain points. We will map these major support pain points to app journeys, looking at the actions that they took right before `tapped_help_center` or `tapped_contact_support`
2. Forward - Then, we then analyze July behavioral data to trace completion rates for the critical journeys identified in Phase 1. This reveals additional friction points in the same workflows and captures two critical user segments that could be missed in the backward process:
    a. **Silent users** who didn't speak up (did not submit a ticket) but experienced similar friction
    b. **Self-solved** users who visited the help center and then come back to complete the task

With this backward-forward bidirectional analysis, we can then identify where

- Ada bot could intercept with specific trigger conditions
- Where native app metadata could auto-resolve, feeding into the AI chatbot



Data Scope & Validation

Dataset Overview

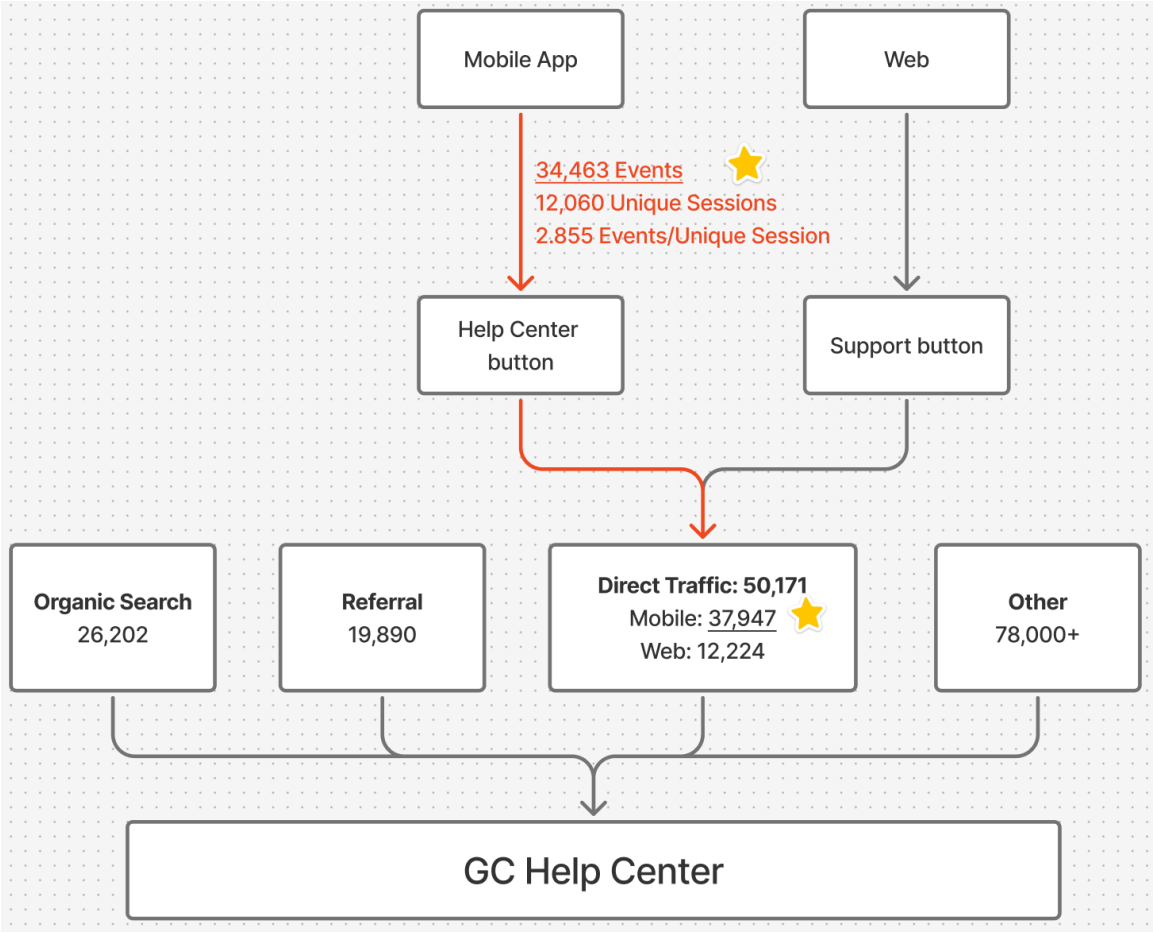
This report analyzed data from July 2025 (07/01/2025 ~ 07/31/2025) due to the substantial volume of frontend tracking data, with over 360K+ actions recorded on the mobile app during this period.

Mobile App Help Center Engagement

In July, mobile app users generated 34,463 sessions for `tapped_help_center` or `tapped_contact_support` actions across 12,060 distinct sessions. This translates to an average of 2.855 clicks per session, demonstrating that users actively navigate between the mobile app and help articles, frequently returning to browse multiple support resources within a single session.

Data Validation and Accuracy

Cross-referencing with Microsoft Clarity confirms strong alignment in this mapping attempt. Clarity recorded 37,947 help center sessions from direct mobile traffic, yielding a little over 90% capture rate. This is much better than the previously low ticket-event mapping rate (15%).



Overall Traffic Context

For broader context, the help center received 137,675 total sessions in July, with direct traffic representing 50,171 sessions across both web and mobile platforms. Based on these figures, we can calculate that approximately 12,224 direct sessions originated from web traffic, establishing a platform distribution of 75% mobile and 25% web for direct help center access.

Future: Bigger Scope

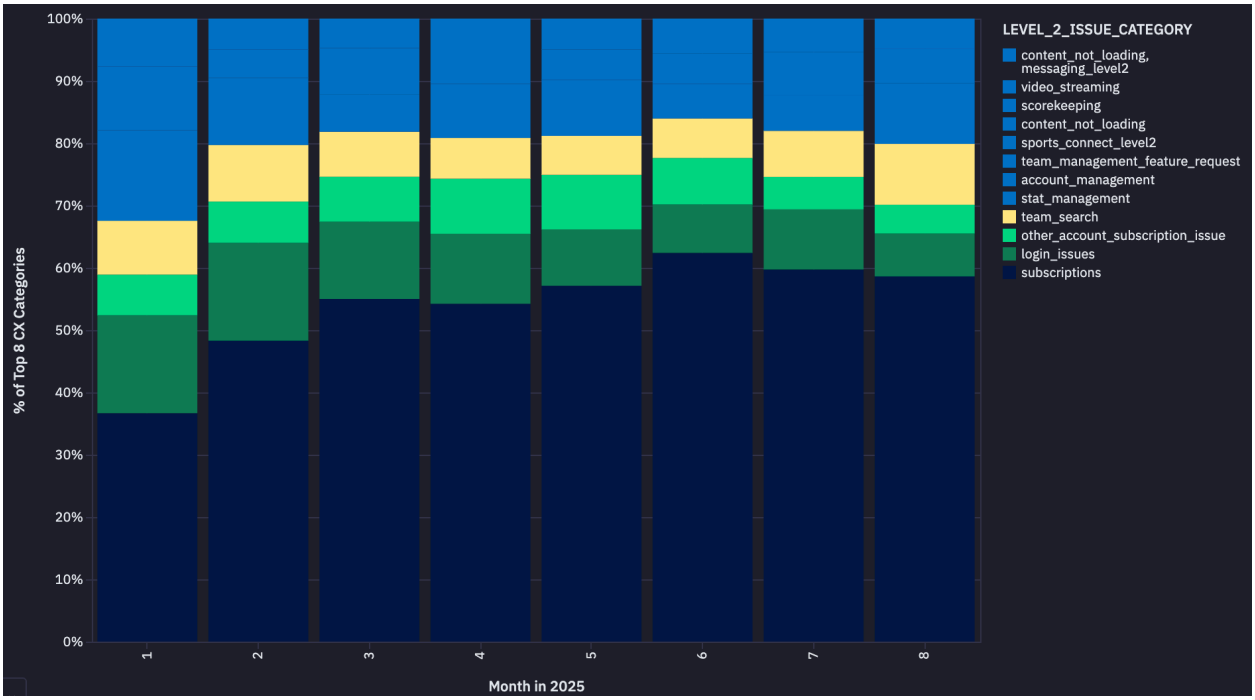
GameChanger data has strong seasonal trends, so month-over-month variations would be expected. We will begin our analysis with July's data to establish baseline patterns, then expand our scope to capture the broader seasonal picture and identify longer-term trends in help center usage.

Identifying Top CX Issues

Below is a high-level ranking of the CX categories, ranked by volume. The ticket count is cumulative of all tickets in 2025 January ~ July. (Looker)

#	Category	Issue	Tickets Count (2025 as of Date)
1	Subscription	Subscription Access Issue	12,329
2	Subscription	Refund Request	6,780
3	Subscription	Cancel Subscription	5,643
4	Subscription	Password Assistance	4,537
5	Subscription	General Subscription Questions	3,948
6	Team Search	Cannot Find Team	2,713
7	Stats & Insights	Merge Player Stats	2,218
8	Subscription	Upgrade Subscription	1,823
9	Team Management	Baseball Scorekeeping	1,467

#	Category	Issue	Tickets Count (2025 as of Date)
10	Account Management	Merge Multiple Accounts	1,362



Customer Support Issue Categories by Month in 2025

now that we identify the top issues in CX, we will analyze the user journeys.

💼 User Journey, by CX Category

💡 **Consecutive Events:** a consecutive sequence of search attempts before a non-search action action interrupts the sequence

- Search related events (so anything no listed will break a search sequence): `tapped_search_button`, `submitted_user_query`, `tapped_search_result`, `tapped_recent_result`, `got_no_results`, etc....
- What a consecutive sequence interruption might looks like
  - Search → fail → found team, break
  - Search → fail → exit out of search, break

Team Search

⚙️ Idea was put into action during Intern Hackathon 🔍 Intern Hackathon: Search

Search ranks as the #1 CX issue by volume in the month of July, after the top three subscription-related issues (inherently sensitive bc of 💸💰). It also is consistently a top issue across the months in 2025.

Backward: Mapping from CX Tickets → Journey Flow

CX Help Center + Ticket Submissions

- 438 escalation tickets categorized under `team_search`
  - 64.80% attributed to users unable to find their teams
  - 35.20% representing other search-related issues
- GC Help Center (Microsoft Clarity)
  -
- Ada Interactions

Help-Seeking Sessions Retracing

- In July, 438 tickets were categorized under team_search
- 378 sessions experienced "got_no_result" screens at least once before seeking help center support in the same session
- This represents 86.3% of team search-related tickets (378/438), indicating strong correlation between search failures and support requests
- 2,074 total taps across 378 unique sessions = 5.486 empty searches per user before seeking support

Forward: Journey Flow → Capture The Big Picture (Users without seeking help)

No Results Screen

The Numbers

- Total events before help
  - 50% of users experience 1 total “no results” search
  - 70% experience ≤2 total “no results” searches
  - 80% experience ≤3 total “no results” searches
- Consecutive events before help
  - 97% of users experienced only 1 consecutive “no results” search.

What this Means

- Not stuck in failure loops: users break out of consecutive “no results” quickly; they see a “no results,” and will do non-search related actions before coming back to try again
- 30% of users still experience multiple total failures
- Users are working too hard... they shouldn't need to try 3+ different approaches

Search Attempts

The Numbers

- Count Search Attempts
  - 50% of the sessions experienced ≤5 total attempts within same session
  - 50% of the sessions experienced 6+ total attempts within same session
- Consecutive search submissions
  - Only 24% succeed on first consecutive attempt = 76% of the sessions get stuck in search loops
  - 42% need multiple (3+) consecutive searches = Nearly half the sessions are repeatedly trying submitting queries
  - 10% of the sessions experience 7+ consecutive searches = A city-sized population (296K sessions) struggled

What This Means

- Users are searching multiple times consecutively (stuck in loops?)
- They eventually break out by doing something non-search related
- But then searching again (to explain the high total attempts)

Actionable Outputs

Product team priorities

Fix search! Although there has been 2 recent efforts to fix the search functionality, it continues to be a user pain point. The search it vital for many user flows in our app, and it is only acceptable for product development to continue to improve it until it is completely streamlined for users.

- Search algorithm issues - not finding relevant content
- Content gaps - what users want doesn't exist
- Query understanding problems - search doesn't interpret user intent well
- Results presentation issues - relevant results are buried/unclear

Documentation gaps to fill

Support ChatBot Integration

Query Intent Recognition: After 2-3 failed searches, chatbot proactively appears: "I noticed you're searching for [topic]. Let me help you find what you need."

Subscriptions: Access Issue

Subscription related issues consistently covers 50%+ of the volume that CX receives monthly. Within this category, `subscription_access_issue` ranks #1 in volume.

Out of 14,346 all historical tickets related to `subscription_access_issues`, 13,609 (94.86%) are strictly about access & not tied to other issues like login or account management. This subset will be our focus (highlight in yellow).

Level 2	Level 3	%
subscriptions, other_app_performance_issue	subscription_access_issue	95%
subscriptions, view_games_follow_teams_other	subscription_access_issue	
subscriptions, other_scoring_streaming	subscription_access_issue	
subscriptions, view_stats	subscription_access_issue	
login_issues	password_assistance, subscription_access_issue	1%
account_management	merge_multiple_accounts, subscription_access_issue	1%
subscriptions, content_not_loading	load_content_other, subscription_access_issue	1%

Backward: Mapping from CX Tickets → Journey Flow

CX Help Center + Ticket Submissions

- 880 tickets submitted in July for subscription access issues - users unable to access team stats, streams, and opponent teams
- Some correlation identified: 611 help-seeking sessions (69.4% of tickets) included at least one "tapped locked content" event
- This 69% correlation suggests users are actively encountering paywalls before escalating to support, indicating some friction or confusion in accessing content

Forward: Journey Flow → Capture The Big Picture (Users without seeking help)

Tapped on “Locked” Contents

- 2,809,372 total "tapped locked content" events across 1,695,347 unique sessions in July
- Average of 1.66 paywall interactions per session, indicating some users are hitting subscription barriers

**Note: Above number could be users who

1. Successfully converting (we don't see the purchase data in this analysis)
2. Appropriately informed they need to upgrade and choosing not to
3. Exploring features to understand value before deciding

Next steps, analyze:

- Users who repeatedly tap locked content across multiple sessions (suggesting persistent confusion)
- !! Users with active subscriptions who still hit paywalls (technical issues)
- Users who abandoned after paywall interactions vs. those who completed purchases

Merge Player Stats