

Failures

- **Setup lacked guidance, causing confusion especially for SMBs** with limited support resources.
- **Early users struggled to understand the primary value proposition of the product.** Without a clear “why” and “when to use,” many defaulted to existing workflows, resulting in low adoption.
- **Urgent calls and standard tickets were mixed** creating confusion during initial interactions.
- **Response suggestions lacked relevance and context**, offering minimal productivity gains for agents.

Takeaways

- **Start with core messaging channels** (e.g., WhatsApp, Messenger) to drive early value and adoption.
- Leave voice aside for the launch of MVP, it's too complex and hard to have that up running, less is more;
- Agents often juggle multiple conversations and channels. **The interface should allow fluid navigation between tasks without disorientation** or loss of progress, minimizing the cost of multitasking.
- **Focus on automation and productivity without add more complexity** on the user side (integrations with third parties);
- Decrease UI cognitive overload;
- **Optimize for search** and make it central to the experience;

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Customer & Business Impact

Good Design is Good Business.
