Hello dYdX community,

I'm Marina from the ACX International Team, dedicated on supporting dYdX chain users. As we assess the fourth quarter of 2024, we are excited to present our user progress report to you, which highlights the key improvements made in support services and the enhancement of the user experience.

Key Statistics:

Median First Response Time: 5 minutes

Chat Volume: 3,260 chats (^1,602)

User Satisfaction: 93% CSAT score

Article Resolution Rate: 71% (^15%)

Total Article Views: 37,000 views (^8,281)

Most Viewed Articles: Supported default wallets on dYdX Chain, Mega Vault FAQ, Equity Tiers and Rate Limits

Most Addressed Cases: Withdrawal & Deposits, Trading and Chain.

Major Accomplishments and Enhancements:

Launch of Discord User Support and Moderation :

This launch boosts community engagement, support efficiency, and user experience by enabling faster response time interaction with community managers in a secure, well-moderated Discord environment.

Discord User Support offers real-time assistance through dedicated channels, allowing users to submit inquiries, track progress, and resolve technical or account issues quickly. Moderators enforce community guidelines, prevent disruptive behavior, and address violations promptly, ensuring a safe, respectful environment and supporting the platform's growth. We are focused on building trust and stronger connections within the dYdX community through transparent, proactive engagement, aiming to become trusted moderators who ensure users feel heard and supported.

Continuous Trainings:

Withdrawals and Deposits Relaying Training:

A comprehensive training session on withdrawal and deposit procedures was conducted to help the specialists effectively use the troubleshooting document prepared by the relevant Team. The session covered tracking and relaying transaction details, enhancing the team's ability to address deposit and withdrawal inquiries efficiently. It also provided guidance on collaborating with engineers for complex cases requiring further investigation and technical support.

This initiative has substantially decreased reliance on Tier 2 support and escalations, empowering the team to resolve issues with greater autonomy and operational efficiency. Consequently, this has resulted in faster resolution times and improved user satisfaction.

dYdX Unlimited Pre-Launch Training and Official Launch:

The dYdX Unlimited Pre-launch Training

was designed to thoroughly familiarize the support team with the platform's newly introduced features and enhanced functionalities. The training focused on equipping the team with the necessary knowledge to effectively assist users, troubleshoot issues, and provide guidance. This initiative significantly improved internal collaboration, ensuring that the support team was well-prepared to address user queries and resolve problems efficiently, thereby thereby facilitating a smooth and successful launch.

With the successful dYdX Unlimited Launch

, several innovative features were introduced, including the Mega Vault, Affiliate Program, Prediction Market, and Instant Market Listing. These new offerings have been well-received by the community, particularly the Mega Vault and Affiliate Program, which are expected to drive increased user engagement and earnings. The addition of the Prediction Market has generated significant interest, while the Instant Market Listing feature facilitates faster market access for projects. These updates reflect dYdX's commitment to innovation, enhancing user participation, attracting new projects, and reinforcing its position within the decentralized trading ecosystem.

Bot Enhancements and Workflows Improvement:

We have enhanced the bot's functionality and user experience on both Intercom and Discord platforms by adding content, improving information accuracy, and increasing responsiveness. We continue to expand its knowledge base to cover more user inquiries and have implemented a monitoring system to evaluate performance and gather feedback for further

improvements. Our goal is to ensure the bot provides consistent, efficient, and reliable support.

The bot operates within a hybrid system, collaborating with workflows and human agents. It participated in 42% of chats and achieved a resolution rate of 39%, reflecting a 3% improvement from the previous quarter. With a Satisfaction score of 100%.

Additionally, we have streamlined workflows for content creation and maintenance, optimizing processes for drafting, reviewing, and publishing articles. This ensures faster updates and more efficient delivery of relevant, up-to-date information to users. We have developed new workflows, such as the banned accounts workflow, and enhanced existing ones, including Trading, Staking, Deposit and Withdrawal, and API workflows, to improve user support efficiency. Additionally, we have been collecting user data to reduce back-and-forth interactions and provide more direct assistance with inquiries.

Ongoing Maintenance and continues improvements of the Help Center Articles:

We have been diligently working on the ongoing maintenance and continuous improvement of our Help Center articles to ensure they remain relevant, accurate. Our team has updated existing articles, refined content, and added new resources to meet emerging user needs. We've also added FAQs for 21 articles and article descriptions for 15 bot-related articles. Additionally, we have unpublished 3 outdated articles to keep the knowledge base current.

In our ongoing efforts, we've focused on improving the organization and accessibility of the Help Center, making it easier for users to find clear, concise guidance. We've proactively identified areas for improvement and addressed frequently asked questions, enhancing the comprehensiveness of our content. These efforts contribute to a more efficient self-service experience, allowing users to resolve common inquiries without needing to contact support.

The Resolution Rate

has reached 71%, reflecting a 15% increase compared to the previous quarter. This significant improvement underscores the positive impact of our ongoing efforts to refine Help Center content and optimize the overall user experience, resulting in a more effective self-service support system.

Continuous Initiatives and Future Strategies:

Bot Enhancements and Ongoing Content Improvement:

As we move forward, we will maintain our commitment to improving the bot's capabilities by integrating user feedback and incorporating additional updates. These ongoing enhancements are aimed at creating a more intuitive, effective, and user-friendly experience, positioning the bot as a key resource for the community and reducing the need for direct interventions.

Continuous Maintenance and Upcoming Enhancements of the Help Center Articles:

Looking ahead, we have plans for future enhancements, including the addition of new topics, more in-depth troubleshooting guides, and multimedia support such as video tutorials and step-by-step walkthroughs. Our aim is to continually improve the Help Center to provide users with up-to-date, comprehensive, and easily accessible resources that empower them to resolve issues independently and effectively.

By consistently maintaining and expanding our Help Center, we are working to provide a more streamlined and user-centric support experience.

Ongoing Training Focused on Technical Expertise Development:

Moving forward, our continuous training initiatives will prioritize API-related topics and technical inquiries. Although initial sessions have begun, we aim to broaden these efforts, enhancing our team's ability to address more complex issues. This proactive strategy will help minimize escalations and enhance response times for technical support cases.

Conclusion:

In conclusion, our recent initiatives have led to considerable advancements in enhancing user support, optimizing processes, and strengthening our relationship with the dYdX community. The introduction of Discord community management, improved training programs, and ongoing resource optimization have effectively positioned us to meet the demands of sustained growth and evolving requirements.

If you have any questions or suggestions, feel free to reach out to our User Support team.

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