



Customer Feedback Report – New System Evaluation

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1. Executive Summary

The new system has been met with highly positive feedback from users across multiple operational areas. Improvements in usability, performance, and workflow optimization have contributed to greater efficiency and satisfaction among counselors, supervisors, and support staff. However, a few concerns and feature requests have been raised that merit further exploration to ensure the system continues to evolve in alignment with user needs.

This report includes feedback gathered from user sessions, observations, and a follow-up email from Asnat Green, offering additional strategic considerations.

2. Positive Aspects of the New System

2.1 Dark Mode

- **Feedback:** Widely appreciated for reducing eye strain during long usage sessions.
- **Impact:** Enhances user comfort and gives the system a modern, user-friendly aesthetic.

2.2 Pre-Fill Functionality

- **Feedback:** Seen as a significant enhancement to call center operations.
- **Impact:** Reduces pauses in conversations, enabling smoother, more natural client interactions.
- **Notable Benefit:** Allows counselors to focus on support rather than data entry. Manual edit option supports data integrity.

2.3 Enhanced Search

- **Feedback:** Extensively used and praised by both counselors and supervisors.
- **Impact:** Speeds up access to client records, streamlining follow-ups and case handling.

2.4 Join Button Visibility

- **Feedback:** Greater accessibility of the join queue function has improved shift management.
- **Impact:** Helps late-shift or rejoining staff become available more quickly.

2.5 On-Screen Counselor Profiles

- **Feedback:** Appreciated for aiding colleague identification and fostering team collaboration.
- **Impact:** Enhances internal communication and a sense of connectedness within the team.

2.6 Quality Assurance (QA) Data Visibility

- **Feedback:** Highly beneficial for monitoring performance and promoting accountability.
- **Impact:** Allows both QA teams and counselors to review metrics for improvement.

3. Areas for Consideration and Improvement

3.1 Pre-Fill Accuracy – Vernacular Names

- **Concern:** AI struggles with longer or non-Western names.

- **Suggestion:** Further testing and training with diverse name sets to reduce misinterpretation.

3.2 Mandatory Fields in Case Records

- **Concern:** Essential fields (e.g., gender, location) are sometimes left incomplete.
- **Suggestion:** Make key fields mandatory before saving a case to ensure data completeness.

3.3 Profile Management Clarity

- **Question:** Who is responsible for creating and updating counselor profiles?
- **Concern:** Frequent staff turnover requires an easy and efficient process for updating details like names and profile pictures.
- **Suggestion:** Define roles and permissions clearly and provide user-friendly update tools.

3.4 Case Escalation Logic

- **Question:** Can counselors escalate cases to offline team members?
- **Concern:** Limiting escalations to those currently online may create delays.
- **Suggestion:** Enable offline escalation with notifications for later follow-up.

3.5 WhatsApp Integration Impact

- **Concern:** Integration with the main organizational number may hinder access for social media teams.
- **Suggestion:** Explore dual-channel solutions or roles-based access to ensure communication is seamless across teams.

3.6 Auto-Answer Feature

- **Concern:** A potential issue with the auto-answer functionality has been flagged but lacks detail.
- **Suggestion:** Follow up with users to clarify the problem and assess impact.

4. Strategic Considerations from Asnat Green

Following a collaborative session led by Miriam, Asnat Green shared additional strategic feedback:

“Thank you for the kind words and for leading such an engaging session today. It was a pleasure to be part of the discussion.”

4.1 Shift Handover for Supervisors

- **Suggestion:** Implement a formal shift handover mechanism to improve case continuity and accountability.
- **Rationale:** Particularly important in high-volume or multi-shift environments to maintain context across cases.

4.2 Disaggregation of IVR Data

- **Suggestion:** Enhance IVR analytics to show caller engagement by topic.
- **Rationale:** Helps tailor messaging and increase impact by understanding what information resonates most with callers.

5. Key Questions for Implementation

Topic	Question	Recommendation
Profile Management	Who will manage profile creation/editing?	Assign admin roles with clear permissions.
Profile Updates	How easy is it to update profile info?	Streamline the UI for editing counselor details.
Case Escalation	Can cases be escalated to offline users?	Allow asynchronous escalation with alerts.
WhatsApp Integration	Will a separate number be	Consider dual-channel routing or

	needed for counselor chats?	access tiers.
IVR Analytics	Can we track which topics get the most plays?	Disaggregate and visualize IVR engagement data.
Shift Handover	How will supervisors manage transitions?	Develop handover notes or transfer logs per shift.

6. Conclusion

The new system has delivered meaningful improvements in performance, user experience, and overall service delivery. The feedback collected reflects a strong endorsement from end users, with valuable recommendations for future enhancements.

Proactively addressing the areas highlighted; especially around data accuracy, workflow design, and communication tools will be key to sustaining user satisfaction and system effectiveness.

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