# **Customer Feedback Summary: PowerSpan Monitoring Platform Q2 2025**

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## **1️⃣ Overview**

During Q2 2025 we surveyed **64 active enterprise accounts** (81 % response rate) using the Net Promoter Score (NPS) framework and qualitative interviews.  
 Headline results appear stable but mask emerging service and usability concerns.

| **Metric** | **Q1 2025** | **Q2 2025** | **Δ QoQ** | **Comment** |
| --- | --- | --- | --- | --- |
| NPS (score −100 to 100) | 41 | 38 | −3 | Small decline driven by mid-market segment |
| CSAT (1-5 scale) | 4.4 | 4.2 | −0.2 | Implementation and reporting issues |
| Renewal Intent (%) | 91 | 89 | −2 | Mostly mid-tier utilities |
| Support Tickets / Account / mo | 3.1 | 3.7 | +0.6 | Spike post-v3.4 update |

## **2️⃣ Positive Themes**

1. **Data Reliability:** Customers continue to praise PowerSpan’s real-time accuracy and data uptime (> 99.8 %).
2. **Account Management:** Several accounts commended the responsiveness of regional CSMs.
3. **Reporting Customization:** New dashboard filters (launched April) received good adoption from enterprise clients.

“Still the most accurate data feed in the market. When it works, it’s fantastic.” — Utility Customer, Midwest

## **3️⃣ Negative Themes**

**a. Implementation Complexity**

* Average go-live time rose from 41 → 53 days post v3.4 update.
* Customers cite unclear network configuration guides.

**b. User Interface Fatigue**

* 12 accounts requested “dark mode” or simplified layout; comments describe UI as “cluttered.”
* Mobile portal still missing analytics widgets present on desktop.

**c. Support Escalation Delays**

* Median response time up to 9 h ( target ≤ 6 h ).
* Root cause: CS team attrition (2 reps left in May).

**d. Pricing Frustration**

* 5 enterprise accounts flagged year-two renewal uplifts (+11 %) as “surprise charges.”
* Two accounts threatened to evaluate competitors.

“Great platform, but the renewal felt like a bait-and-switch.” — Regional Aggregator Client

## **4️⃣ Churn Analysis**

| **Segment** | **Accounts** | **Lost (%)** | **Primary Reason** |
| --- | --- | --- | --- |
| Mid-Market Utilities | 26 | 3 (11.5 %) | Pricing / support delays |
| Enterprise Utilities | 22 | 0 | — |
| Industrial Clients | 16 | 1 (6.2 %) | Integration issues |
| **Total** | 64 | 4 (6.3 %) | — |

Projected ARR impact ≈ − $340 k annualized (~3 %).

## **5️⃣ Recommended Actions**

1. **Support Staffing:** Hire 3 new CS reps (Q3 budget approved).
2. **Implementation Simplification:** Release revised setup wizard by August 15.
3. **Pricing Transparency:** Send renewal summary 30 days before invoice.
4. **UI Refresh:** Prioritize mobile parity and dark mode in v3.5 roadmap.

## **6️⃣ Summary Outlook**

Customer satisfaction remains above industry median (NPS ≈ 38 vs. sector avg 34).  
 However, renewal pressure from pricing uplifts and support delays could erode trust if not addressed before year-end.  
 Without intervention, we forecast churn rising to ~8 % by Q4.