

Feature Hack: Customer Support Innovation

What is Feature Hack?

The **Feature Hack** is a mid-hackathon challenge where participants must **add a new feature** to their project within a limited time. This replicates real-world startup scenarios where teams must quickly adapt and implement features under tight deadlines.

The Task

Your challenge is to **add an innovative customer support feature** that simplifies the process for users to raise issues and complaints efficiently. The goal is to enhance user experience while ensuring seamless functionality.

Why?

In startups, a seamless customer support system can make or break a product. Fast, efficient issue resolution builds trust, boosts retention, and enhances brand reputation. A well-designed support feature ensures users feel heard and valued, turning challenges into opportunities for growth!

Optional but Impactful

This task is **optional**, but completing it will give us insight into how your team handles pressure and rapid development cycles—an essential skill in the SaaS world. Show us how you **think fast, build smart, and innovate on the go!**

Best of luck! 