How productivity specialist Sensei streamlined its own business with Userback.

Sensei Project Solutions partnered with Userback to overhaul its underperforming user feedback processes and smash through a backlog hundreds of bug reports and feature requests, restoring both customer and stakeholder faith in its Sensei IQ SaaS platform for improving business productivity.

userback

THE BUSINESS

Sensei Project Solutions is a leading provider of Microsoft productivity solutions, specializing in the delivery of Product Portfolio Management (PPM) solutions in the Microsoft Cloud that align organizational, team and individual goals to achieve overall business goals.

The business is founded on a philosophy of choosing and tailoring the best technology to address business problems, rather than simply implementing out-of-the-box solutions. This approach has helped leading brands around the world to optimize productivity.

At the heart of each of Sensei's successful deployments is Sensei IQ, a centralized SaaS platform that delivers the processes, procedures, tools, techniques, configurations and training that provide the framework for delivering successful outcomes.

Sensei relies on feedback from customers and internal users to continuously refine and improve Sensei IQ, giving them a distinct advantage in a highly competitive and demanding market.

> I can't stress enough how important it is for us to actually hear from our clients. Because that is, in my view, the most critical aspect to getting a successful application out: to have that very healthy and responsive feedback channel going.
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> **JP Strydom, Product Manager – Sensei Project Solutions**

THE CHALLENGE

The team at Sensei recognised that the approach for managing user feedback for Sensei IQ was not working. They were able to collect plenty of user feedback, but they were struggling to assess, prioritize and act on that feedback.

With a backlog of hundreds of unaddressed bug reports and feature requests, both customers and internal stakeholders were starting to become frustrated with Sensei IQ and were losing faith in the platform.

THE SOLUTION

Sensei undertook a detailed market review of user feedback solutions and Userback stood out as the perfect partner to help untangle the backlog of unaddressed issues caught up in the rapidly growing user feedback knot and put the customer back in the center of the product development lifecycle for Sensei IQ.

For the first stage of implementation, Sensei simply started to use Userback's browser extension in conjunction with the existing and underperforming user feedback mechanism that was still built into Sensei IQ. This hybrid approach meant that the team at Sensei were immediately able to start collecting more valuable and contextual customer feedback that could instantly be triaged and assessed before being actioned.

For the second stage, Userback was installed in the Sensei IQ product as the central in-app tool for collecting and managing customer feedback, integrating into Azure DevOps developer services to seamlessly slot into existing workflows.

A tool to simply collect feedback is not enough.

JP Strydom, Product Manager Sensei Project Solutions

THE OUTCOME

With the ability to provide real time visual context, capture video-based session replays and instantly automate many of the time-consuming and frustrating tasks associated with managing user feedback, Userback provides Sensei IQ with a highly efficient in-app customer feedback channel with all the features Sensei required to improve the platform quickly and cost effectively.

Sensei is now able to receive continuous input from customers about the product, to action and resolve quickly with visual context through existing workflows, and to provide transparent communication back to customers through its own Feedback Portal.