

A USERBACK SUCCESS STORY

RESOLVING FEEDBACK

5X
FASTER

"User feedback management is critical to our success. But it was slowing us down, until we discovered Userback."

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Learn how a leading video streaming platform boosted customer satisfaction up to 35% and supercharged feedback processing by 5x with Userback.



BEFORE USERBACK

8-16 DAYS
TO RESOLVE FEEDBACK



OVER 650
OPEN TICKETS



WITH USERBACK

3-5 DAYS
TO RESOLVE FEEDBACK

20-35%
BOOST IN SATISFACTION

Headquartered in the United States, 5centsCDN stands as an all-in-one solution for a diverse range of content delivery needs.

Their cloud-based platform offers cost-effective, reliable, and high-quality video streaming for websites, applications, webinars and live events, effectively addressing your content delivery concerns.

The Business Challenge

To maintain a leadership position in such a cutting-edge, highly dynamic and price sensitive environment, we must continuously collect and respond to user feedback and optimize our platform to ensure our users get the best possible quality at the best value.

So user feedback management is critical to our success. But it was slowing us down. It was taking us 8 to 16 days to resolve feedback items and we had 657 open tickets related to user feedback and updates. If you do the math that's potentially over 10,000 days of open tickets!

In reality it wasn't quite as bad as that because over 400 had actually been resolved, but we hadn't yet confirmed with our users that the issue had been satisfactorily addressed — that whole 'closing the loop' just wasn't happening because it was too time-consuming and was distracting our team from working on the next issue.

58 open cases were on hold for various reasons, including our developers not having sufficient information from the user to replicate the issue or understand exactly how their expectations were not being met.

Developers and designers were struggling to keep up with the constant updates. It was increasingly challenging for our product team to collect, assess, manage and keep track of user feedback such as bugs and feature requests.

Plus, with such a technical product, managing feedback and updates has an additional level of complexity and it's crucial to maintain clarity and ensure that all team members are on the same page during the development process.

Things were taking far too long. Our teams were becoming frustrated and stressed, which started to have a negative impact on morale and productivity, along with inefficiency and delays in the development process.

We found ourselves struggling to deliver the quality and value that our reputation was built on.

We started to lose clarity on what needed to be done next and we were losing track of the status of updates.

Where were things going so wrong?

We had no structured user feedback management process. We were using a combination of feedback forms, email, Slack and Basecamp to manage platform updates, feature requests and bug reports. With no standardized way to submit feedback, our users were submitting inconsistent, incomplete and ambiguous feedback (through no fault of their own, but because we just did not have a system in place).

How we made things right

We started looking for different ways to manage user feedback. We evaluated a number of options. We discovered Userback on the G2 website (a trusted source for software reviews and recommendations).

We signed up for the free 14 day trial so we could get a real feel for Userback's features and capabilities. During the trial it quickly became clear to us that Userback was the right fit for our needs and could help us address the challenges we were facing in managing feedback and updates.

The things that impressed us most were:

- The simple widget and code-free extension make it easy for our users to provide visual and contextual feedback without leaving our application environment and without the need to use any 3rd party tools;
- We got all the information we needed to assess an issue and to track all aspects of our product;
- Our developers instantly had all the details they required to replicate problems and deliver features and fixes without having to talk to the user;
- Userback's collaboration tools and integrations meant we could seamlessly incorporate user feedback into our existing business systems;

- We loved being able to centralize user feedback on a single platform with really great live chat support and a super intuitive interface for users to submit their feedback and for us to manage it efficiently.

At the end of our trial, it was an easy decision for us to sign up for the full Userback plan.

Building our culture of user feedback

As with any new system, it was really important for us to transition the team to Userback with care. Userback provides excellent documentation and support resources to help users get started and troubleshoot any problems they may encounter.

Our approach involved conducting meetings and providing detailed explanations of the tool's functionality. We also established an onboarding process for new employees to become familiar with Userback.

Integrating with Basecamp

We use Basecamp for all Product / Project Management tasks. It was very easy to set up the Userback integration with Basecamp so we can automatically assign feedback based on its type and send it directly to a specific project.

We escalate, resolve and track feedback on a Kanban Board (or as a Card Table in Basecamp).

We don't have to manually move any feature requests or bug reports to the department, the feedback automatically gets added to the "Website Project" in the "Developer's" To Do list on Basecamp.

With Userback, feedback resolution only takes 3-5 days, as the process has been automated in Basecamp and our developers get feedback in one place for each project.

The impact on our business

Our users and everyone in the organization uses Userback to provide feedback across our website and products.

Our designers and developers probably get the greatest benefit in terms of knowing exactly what they need to do to make changes quickly and keep improving the experience for our users.

Userback allows us to:

- Receive suggestions and collect valuable insights from users;
- Release features and fixes faster;
- Improve how we manage feedback, bugs and errors;
- Accelerate escalation of issues through the live chat ticketing system;
- Track progress;
- Reduce customer support workload and cost;
- Make more informed product development decisions;
- Increase long-term revenue growth;
- Optimize the product roadmap to enhance the overall customer experience.

Success by numbers

- Overall efficiency has improved by 20-30%;
- Time required for delivering fixes and features is up to five times faster;
- Customer satisfaction has increased across the board by 20%-35%.

Looking to the future

As we look ahead to the future we see Userback as an integral part of our platform helping us to understand user needs and manage customer expectations as we upgrade our platform to achieve our goals over the next few years.

Because of the Session Replays, it has been easier to fix the dashboard and website for the majority of users.



Userback is a market-leading user feedback platform helping 20,000+ software teams to understand what customers need so they can build better web applications, faster.

Founded in Australia in 2016, Userback streamlines and automates the realtime in-app collection, evaluation and management of visual feedback and contextual surveys.

Userback can be used standalone or seamlessly integrated into existing business workflows to allow product managers and developers to validate ideas, optimize product-market fit, refine roadmaps, prioritize features, fix bugs and deliver value with greater insight, impact and efficiency.

Start free at:

app.userback.io/signup