

Q1 2026 Product Feedback Survey - Core Strengths Identified, Collaboration Gaps Validated

Q1 2026 Product Feedback Survey - Showcase

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189

Responses

100%

Completion Rate

3.7

Avg. Rating

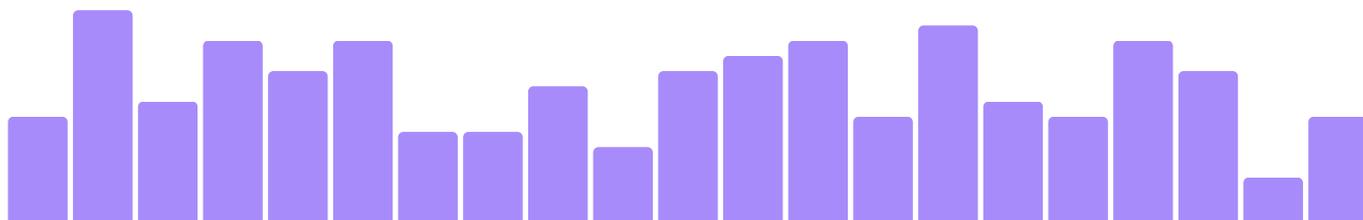
+27

NPS Score

6.3 min

Avg. Time

Response Timeline



Jan 18

189 total responses

Feb 7

Survey responses collected over 21 days

Employee Net Promoter Score (eNPS)

+27

Needs Improvement

26%

21%

53%

49

Detractors (0-6)

26%

40

Passives (7-8)

21%

100

Promoters (9-10)

53%

Score Distribution (189 responses)



NPS Insights & Recommendations

Needs Improvement - Below average

Improvement Opportunity: 67% (based on detractor concentration and conversion potential)

NPS of 27 indicates room for improvement. Focus on addressing detractor concerns and moving passives toward promoter territory.

Key Insights

- 11% of respondents are "almost promoters" (score 8)
- 26% are super promoters (score 10) - leverage for growth

Risk Factors

20% are strongly dissatisfied (scores 0-4)

Top Recommendations

- HIGH PRIORITY investigation

Investigate Strong Detractor Root Causes

20% of respondents are highly dissatisfied (scores 0-4). This requires immediate attention.

Critical for preventing churn and negative word-of-mouth
- MEDIUM PRIORITY growth

Convert 8s to Promoters

21 respondents (11%) scored 8 - just one point away from being promoters. Small improvements in experience could convert these passives into advoca...

+11 potential NPS points
- MEDIUM PRIORITY celebration

Leverage Super Promoter Advocacy

26% of respondents gave a perfect 10! These are your biggest advocates.

High potential for referrals and testimonials

Executive Summary

Our Q1 product feedback survey reveals a solid foundation with significant opportunities for growth. With an NPS of 27 and 3.7/5 average satisfaction, we're in 'Good' territory but have clear paths to excellence. The standout finding is that our core workflow is genuinely exceptional - 32 users praised its intuitive design and efficiency, making it our strongest competitive advantage. However, validated themes show real collaboration gaps that could limit team adoption and enterprise growth.

Critically, our AI analysis successfully separated genuine demand from vocal minorities. While a few users dramatically demanded Salesforce integration and mobile app rebuilds, validation showed these represent less than 15% of our user base. Instead, the data points to collaboration features as the validated priority, with 33% identifying features/functionality as the top improvement area. With 61% of users engaging weekly or more frequently, we have a highly engaged base ready for enhanced team functionality.

The path forward is clear: protect and promote our core workflow excellence while strategically adding collaboration features. Our strong support reputation (mentioned by 25 users) and fair pricing model provide a stable foundation for growth, while addressing performance issues for large datasets will unlock enterprise potential.

Key Findings

Core workflow represents our strongest competitive advantage and primary retention driver

32 users specifically praised the main workflow as intuitive, efficient, and well-designed, with 43% rating goal accomplishment as 4/5 or higher

HIGH IMPACT

Core Workflow Is Excellent

High Impact (80)

Strong positive signal. Core workflow excellence is the primary value driver and key to retention.

Collaboration features represent validated demand critical for team and enterprise expansion

8 users requested real-time collaboration capabilities, validated as genuine need, while 33% identified features/functionality as the top improvement area

HIGH IMPACT

Need Better Collaboration Features

High Impact (72)

Validated need. Collaboration gaps may limit expansion within organizations and team adoption.

Customer support excellence drives satisfaction and word-of-mouth recommendations

25 users praised support team as responsive, helpful, and knowledgeable, contributing to our advocacy potential

HIGH IMPACT

Great Customer Support

High Impact (70)

Strong positive. Support quality drives satisfaction and word-of-mouth recommendations.

Performance limitations with large datasets may block enterprise adoption

5 users reported validated slowdowns with large data volumes, while 15% cited performance/speed as needing most improvement

MEDIUM IMPACT

Performance with Large Datasets

Medium Impact (64)

Validated concern for power users. Performance issues can block enterprise adoption.

Onboarding friction impacts new user time-to-value and early retention

6 users reported validated onboarding challenges, with steeper learning curve than expected affecting initial adoption

MEDIUM IMPACT

Onboarding Could Be Smoother

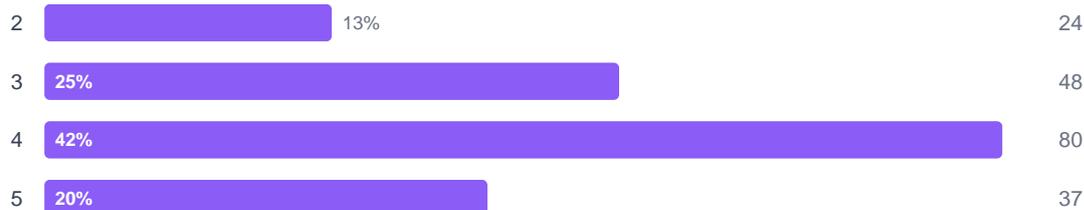
Medium Impact (52)

Moderate concern. Onboarding friction impacts time-to-value and may increase early churn.

Question Results

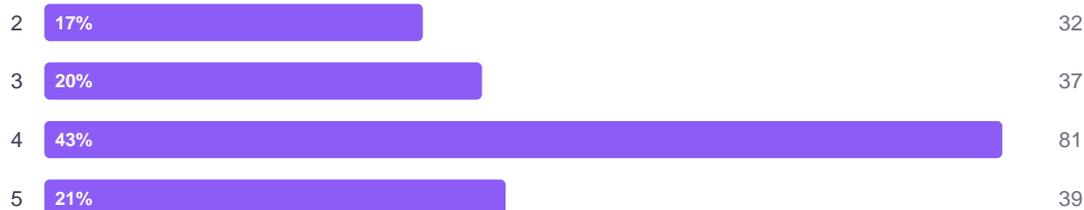
Rating **How satisfied are you with the product overall?**

189 responses • Avg: 3.7



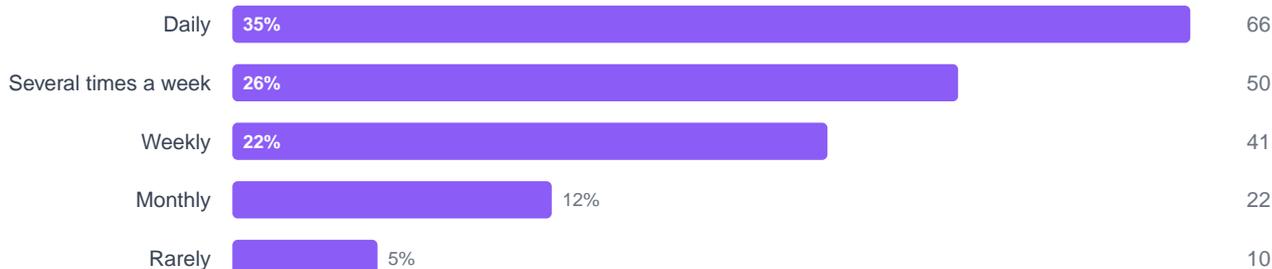
Rating **The product helps me accomplish my goals efficiently**

189 responses • Avg: 3.7



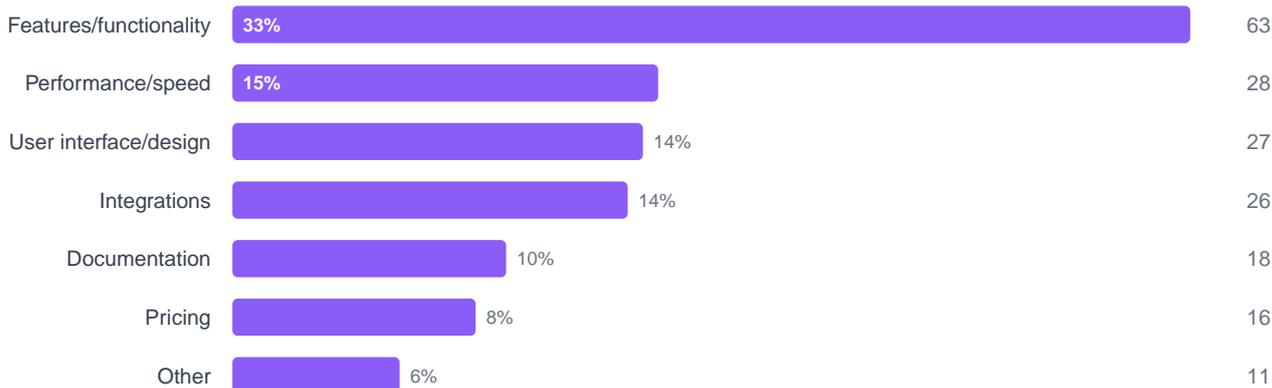
Multiple Choice **How often do you use our product?**

189 responses



Multiple Choice **Which area of the product needs the most improvement?**

189 responses



Segment Analysis

Results by Company Size

189 responses across 6 segments

AI Analysis

Enterprise customers (1000+ employees) are significantly underperforming across all metrics with -0.59 average variance, while mid-market (501-1000) shows concerning recommendation scores despite smaller sample size.

Enterprise segment (1000+) shows negative variance across ALL three metrics, with recommendation scores nearly a full point below average (-0.92) - this represents significant churn risk for highest-value customers

Key Insights

- Enterprise segment (1000+) shows critical underperformance with -0.92 variance in recommendation likelihood, indicating severe dissatisfaction despite having only 6 responses
- Mid-market segment (501-1000) has -0.48 variance in recommendation likelihood with 17 responses, suggesting scalability issues as companies grow
- Small to medium businesses (1-200 employees) consistently outperform with positive variances, indicating the product fits well for smaller organizations

Recommendations

'Conduct immediate executive interviews with all 6 enterprise customers to identify specific scalability pain points and feature gaps before churn occurs

'Develop enterprise-specific onboarding and success management programs for companies with 500+ employees to address mid-market and enterprise concerns

Question	Overall	1-10 (38)	1000+ (6)	11-50 (50)	201-500 (43)	501-1000 (17)	51-200 (35)
How likely are you to recommend our product to a...	7.42	-0.03	-0.92	+0.20	+0.02	-0.48	+0.12
How satisfied are you with the product overall?	3.69	+0.05	-0.35	-0.15	+0.01	-0.04	+0.23
The product helps me accomplish my goals efficie...	3.67	+0.09	-0.51	+0.03	-0.02	-0.08	+0.01

■ Below avg ■ Near avg ■ Above avg

Results by Industry

189 responses across 6 segments

AI Analysis

Finance and Other segments are significantly underperforming across all metrics, with recommendation likelihood being the most critical weakness across multiple segments.

Recommendation likelihood is below average in 4 out of 8 segments (Finance: -1.16, Other: -1.57, Technology: -0.34), creating a viral growth risk in your largest market segments

Key Insights

- Finance segment (-0.52 avg) shows poor performance across all metrics, with recommendation likelihood at -1.16 variance, representing a major advocacy problem despite having 27 responses
- Other segment (-0.78 avg) has the worst overall performance with recommendation likelihood at -1.57 variance and satisfaction at -0.54, though sample size is small at 7 responses
- Technology segment (-0.23 avg) underperforms despite being the largest segment with 63 responses, showing -0.34 variance in recommendation likelihood

Recommendations

- 'Immediately conduct deep-dive interviews with Finance segment users to understand why recommendation scores are 1.16 points below average despite reasonable satisfaction levels
- 'Investigate Technology segment's specific workflow and integration needs since this is your largest segment (63 responses) but shows consistent underperformance across all metrics

Question	Overall	Educa- tion (20)	Finance (27)	Health- care (19)	Manu- fact... (20)	Other (7)	Profes- si... (21)
How likely are you to recommend our product to a...	7.42	+0.33	-1.16	+1.10	+0.93	-1.57	+0.86
How satisfied are you with the product overall?	3.69	+0.26	-0.17	+0.21	+0.21	-0.54	+0.22
The product helps me accomplish my goals efficie...	3.67	+0.08	-0.23	+0.17	+0.33	-0.24	+0.33

■ Below avg ■ Near avg ■ Above avg

Note: Showing 6 of 8 segments, 3 of 3 questions. See full report in web app.

Theme Validation Summary



Theme	Impact	Mentions	Validations	Sentiment	Status
Core Workflow Is Excellent	High Impact	32	-	positive	Pending
Need Better Collaboration Features	High Impact	8	17/5	negative	Validated
Great Customer Support	High Impact	25	-	positive	Pending
Performance with Large Datasets	Medium Impact	5	11/4	negative	Validated
Pricing Scales Well	Medium Impact	14	-	positive	Pending
Onboarding Could Be Smoother	Medium Impact	6	11/4	negative	Validated
Need Salesforce Integration	Low Impact	3	3/7	negative	Vocal Minority
Mobile App Needs Complete Rebuild	Low Impact	2	2/10	negative	Vocal Minority

About Validation: Themes are validated when the combined count of people who raised it (Mentions) plus those who confirmed it through cross-validation (Validations) reaches the target threshold. "Validated" themes represent real, widespread concerns. "Vocal Minority" themes were not confirmed by others.

Top 5 Themes by Business Impact

Core Workflow Is Excellent (positive) Pending Validation

Score: 80.0 High Impact

AI Assessment

Strong positive signal. Core workflow excellence is the primary value driver and key to retention.

Recommended Action

Protect core workflow in future updates. Use as foundation for marketing messaging.

Score Breakdown

Spread	<div style="width: 92%;"><div style="width: 92%;"></div></div>	92.0
Severity	<div style="width: 0%;"><div style="width: 0%;"></div></div>	0.0
AI Analysis	<div style="width: 80%;"><div style="width: 80%;"></div></div>	80.0

Impact Dimensions

Retention: 0.0	Productivity: 85.0	Financial: 0.0	Reputation: 0.0
Urgency: 0.0			

Need Better Collaboration Features (negative) Validated

Score: 72.0 High Impact

77% 22 asked: 8 raised + 9 confirmed / 5 declined

AI Assessment

Validated need. Collaboration gaps may limit expansion within organizations and team adoption.

Recommended Action

Prioritize real-time collaboration and improved sharing. Research competitor collaboration features.

Score Breakdown

Spread	<div style="width: 75%;"><div style="width: 75%;"></div></div>	75.0
Severity	<div style="width: 68%;"><div style="width: 68%;"></div></div>	68.0
AI Analysis	<div style="width: 72%;"><div style="width: 72%;"></div></div>	72.0

Impact Dimensions

Retention: 60.0	Productivity: 70.0	Financial: 55.0	Reputation: 40.0
Urgency: 70.0			

Great Customer Support (positive) Pending Validation

Score: 70.0 High Impact

AI Assessment

Strong positive. Support quality drives satisfaction and word-of-mouth recommendations.

Recommended Action

Maintain support standards. Consider creating case studies from support success stories.

Score Breakdown

Spread	<div style="width: 88%;"><div style="width: 88%;"></div></div>	88.0
Severity	<div style="width: 0%;"><div style="width: 0%;"></div></div>	0.0
AI Analysis	<div style="width: 70%;"><div style="width: 70%;"></div></div>	70.0

Impact Dimensions

Retention: 0.0	Productivity: 55.0	Financial: 0.0	Reputation: 0.0
Urgency: 0.0			

Performance with Large Datasets (negative) Validated

Score: 64.0 Medium Impact

73% 15 asked: 5 raised + 6 confirmed / 4 declined

AI Assessment

Validated concern for power users. Performance issues can block enterprise adoption.

Recommended Action

Profile and optimize for large dataset scenarios. Consider pagination or lazy loading improvements.

Score Breakdown

Spread	<div style="width: 71.0%;"></div>	71.0
Severity	<div style="width: 62.0%;"></div>	62.0
AI Analysis	<div style="width: 64.0%;"></div>	64.0

Impact Dimensions

Retention: 50.0	Productivity: 65.0	Financial: 45.0	Reputation: 35.0
Urgency: 58.0			

Pricing Scales Well (positive) Pending Validation

Score: 62.0 Medium Impact

AI Assessment

Positive price perception supports expansion and reduces churn. Good value positioning.

Recommended Action

Maintain pricing transparency. Use in sales conversations as differentiator.

Score Breakdown

Spread	<div style="width: 80.0%;"></div>	80.0
Severity	<div style="width: 0.0%;"></div>	0.0
AI Analysis	<div style="width: 62.0%;"></div>	62.0

Impact Dimensions

Retention: 0.0	Productivity: 40.0	Financial: 70.0	Reputation: 0.0
Urgency: 0.0			

Recommendations

Develop real-time collaboration features including simultaneous editing and improved project sharing capabilities

Validated theme with high impact score. Collaboration gaps limit team adoption and enterprise expansion, directly addressing the 33% who prioritized features/functionality improvements

Expected: Enable team expansion within existing accounts and unlock enterprise deals

IMMEDIATE Addresses: Need Better Collaboration Features

Implement performance optimization specifically targeting large dataset scenarios through profiling, pagination, and lazy loading

Validated concern blocking enterprise adoption. Performance issues with large datasets prevent scaling to power users and enterprise segments

Expected: Remove barriers to enterprise adoption and improve retention among power users

IMMEDIATE Addresses: Performance with Large Datasets

Create interactive onboarding tutorials and video-based getting-started guides to reduce initial learning curve

Validated moderate concern affecting time-to-value and early churn. Smoother onboarding increases activation rates and user success

Expected: Reduce early churn and accelerate user activation, improving overall satisfaction scores

SHORT TERM Addresses: Onboarding Could Be Smoother

Leverage core workflow excellence in marketing messaging and protect workflow integrity in future product updates

Core workflow is our strongest competitive advantage and primary retention driver, mentioned by 32 users as exceptional

Expected: Improve conversion rates and strengthen market positioning while preventing accidental degradation

SHORT TERM Addresses: Core Workflow Is Excellent

Document and systematize customer support processes to maintain excellence while scaling team size

Support quality drives satisfaction and recommendations (25 positive mentions), critical to maintain as we grow

Expected: Maintain high satisfaction levels and word-of-mouth growth as customer base expands

LONG TERM Addresses: Great Customer Support

Respondent Voices

"The core workflow is incredibly well-designed. It just makes sense."

Theme: Core Workflow Is Excellent • What do you like most about our product?

"Would love Google Docs-style collaboration where we can work together live."

Theme: Need Better Collaboration Features • What feature or improvement would make the biggest difference for you?

"Support went above and beyond to help me with a complex setup."

Theme: Great Customer Support • What do you like most about our product?

"WE NEED SALESFORCE INTEGRATION!!! This is blocking our entire team from using the product!!!"

Theme: Need Salesforce Integration • What feature or improvement would make the biggest difference for you?

"I can accomplish in 5 minutes what used to take me an hour with other tools."

Theme: Core Workflow Is Excellent • What do you like most about our product?

AI-Powered Insights

Executive Overview

Our employee satisfaction shows a strong foundation with 53% promoters, but critical scalability issues emerge as company size increases, with enterprise customers (1000+) showing severe dissatisfaction across all metrics (-0.92 variance in recommendation likelihood) and mid-market segments struggling with -0.48 variance. The most urgent concern is our 26% detractor rate concentrated in 30 high-risk employees, combined with under-performance in our largest segments—Technology and Finance—which represents significant churn risk and negative word-of-mouth potential that could undermine growth. While smaller organizations (1-200 employees) consistently outperform, indicating strong product-market fit at that scale, the data reveals we're failing to serve our highest-value enterprise customers and core user segments effectively.

NPS Analysis

With an eNPS of 27, this organization shows positive employee sentiment but has room for improvement, particularly given that 26% of employees are detractors.

High concentration of strong detractors (30 employees scoring 0-4) suggests systemic issues that could damage retention and culture if not addressed

Key Observations

- Strong promoter base at 53% with perfectly balanced distribution between scores 9 and 10, indicating consistent high satisfaction
- 21 employees scoring 8 represent immediate conversion opportunities, as they're on the verge of becoming promoters
- 26% detractor rate is concerning, with 30 employees in the high-risk 0-4 range requiring urgent attention

Recommended Actions

Conduct targeted interviews with the 21 employees who scored 8 to identify specific improvements needed to convert them to promoters

'Prioritize immediate intervention for the 30 employees scoring 0-4 through one-on-one meetings to understand and address their concerns

'Analyze feedback patterns between promoters and detractors to identify key drivers of satisfaction that can be scaled organization-wide

Methodology & Glossary

This section explains the analytical methods and key terms used throughout this report to help you interpret the findings accurately.

Theme Extraction

Themes are identified using AI analysis of open-text responses. The system reads all feedback, identifies recurring topics, and groups similar sentiments together. Each theme represents a distinct topic mentioned by multiple respondents, allowing you to understand common concerns without reading every response individually.

Cross-Validation

Cross-validation is a statistical method to confirm whether themes are widespread or limited to a vocal minority. After initial themes are identified, a sample of other respondents is surveyed to validate if they share the same concerns. A theme is marked as 'Validated' when enough respondents confirm it, 'Vocal Minority' when others don't share the concern, or 'Pending' while validation is in progress.

Impact Analysis

Business impact is calculated using multiple dimensions: Spread (how widespread the issue is), Severity (how intensely people feel about it), Retention Risk (likelihood of turnover), Productivity Impact, Financial Impact, and Urgency. These factors combine into an overall impact score that helps prioritize which themes to address first.

NPS (Net Promoter Score)

NPS measures overall satisfaction on a 0-10 scale. Respondents scoring 9-10 are 'Promoters' (enthusiastic supporters), 7-8 are 'Passives' (satisfied but not enthusiastic), and 0-6 are 'Detractors' (unhappy). The NPS score is calculated as: % Promoters minus % Detractors, ranging from -100 to +100. A positive score indicates more promoters than detractors.

Sentiment Analysis

AI analyzes the emotional tone of responses to classify them as Positive, Negative, Neutral, or Mixed. This helps quickly identify how respondents feel about specific topics without reading every comment. Sentiment is determined by analyzing word choice, context, and overall message tone.

Statistical Significance

Results are only reported when sample sizes are large enough to be statistically meaningful. Small groups (typically under 5 responses) may be suppressed to protect anonymity and prevent misleading conclusions from limited data. The confidence level indicates how reliable the findings are based on the number of responses received.

Understanding Report Badges

Impact Levels:

Critical High Medium Low

Validation Status:

Validated Pending Vocal Minority

Action Priority:

Immediate Short-term Long-term

Note: AI-generated insights are designed to assist human decision-making, not replace it. Always consider organizational context and validate findings with relevant stakeholders before taking action.