CUSTOMER INSIGHT
REPORT

Flowstate

Research Date: January 2026
Purpose: Customer Feedback Analysis

Prepared for

[Sample Client]

StoAI Intelligence

Clarity first, execution always.

Executive Summary

This Customer Insight Report analyses 847 pieces of customer feedback for Flowstate (a fictional B2B project management SaaS) collected across support tickets, NPS surveys, G2 reviews, and social media mentions over the past 6 months.

Key Finding: Five distinct issues are driving customer friction, with mobile experience and notification overload accounting for 62% of negative sentiment. Addressing these two issues alone could improve NPS by an estimated 15-20 points.

> **FACT:** 847 data points analysed across 4 channels: 312 support tickets, 289 NPS responses, 156 G2 reviews, 90 social mentions.

> **INFERENCE:** The concentration of complaints around mobile and notifications suggests these are systemic issues affecting the majority of users, not edge cases — making them high-ROI fixes.

Issue Map

The following visual framework maps all identified issues by theme, evidence density, and business impact.

Issue Categories Identified

Category 1: Mobile Experience (34% of negative feedback)

- Sync delays between mobile and desktop (mentioned 89 times)
- Mobile app crashes on Android devices (mentioned 67 times)
- Cannot access all features on mobile (mentioned 54 times)
- Users reverting to desktop for critical tasks
- Mobile abandonment increasing quarter-over-quarter

Category 2: Notification Overload (28% of negative feedback)

- "Too many notifications" — top verbatim complaint
- No granular control over notification types
- Email notifications duplicate in-app alerts
- Users disabling all notifications (losing engagement signal)

Category 3: Onboarding Friction (18% of negative feedback)

- Time-to-first-value exceeds 7 days for most users
- Template library described as "overwhelming"
- No guided setup for team administrators
- 23% of trial users never complete a project

Category 4: Pricing Confusion (12% of negative feedback)

- Feature differences between tiers unclear
- Mid-tier pricing seen as poor value vs. competitors
- Prospects choosing competitors due to pricing clarity

Category 5: Integration Gaps (8% of negative feedback)

- Slack integration "basic" — no bi-directional sync
- Salesforce integration requested 34 times
- Enterprise prospects citing integrations as blocker

Thematic Breakdown

Theme 1: Mobile Experience

What customers are saying:

"I love Flowstate on desktop but the mobile app feels like an afterthought. I've missed deadlines because sync didn't happen."

"Android app crashes at least once per session. I've given up using it."

"Why can I create a project on desktop but not on mobile? I'm paying the same price."

Pattern identified: Mobile is positioned as a companion app, but users expect parity. The expectation gap is causing friction among users who need to work across devices — typically power users and managers.

> **FACT:** G2 reviews mentioning mobile have an average rating of 2.8/5, compared to 4.2/5 for reviews not mentioning mobile.

> **INFERENCE:** Mobile experience is a significant detractor for overall brand perception and likely suppressing word-of-mouth referrals from otherwise satisfied users.

Theme 2: Notification Overload

What customers are saying:

"I get notified about EVERYTHING. I can't tell what's important anymore."

"I turned off notifications completely. Now I miss things. There's no middle ground."

"Why does the email say the same thing as the app notification? I only need one."

Pattern identified: Users want to stay informed but feel overwhelmed. The all-or-nothing notification system is forcing them to choose between noise and silence — neither serves them.

> **FACT:** Support ticket volume related to notifications increased 47% quarter-over-quarter.

> **INFERENCE:** This is a growing problem. Without intervention, notification-related churn risk will increase as users who disable notifications disengage from the platform entirely.

Theme 3: Onboarding Friction

What customers are saying:

"Took me two weeks to figure out how to set up my team properly."

"The template library has so many options I didn't know where to start."

"Wish there was a quick start guide for admins."

Pattern identified: Users find Flowstate powerful but complex. The abundance of features, while valuable to experienced users, creates paralysis for new users trying to get started.

> **FACT:** Users who complete a guided tutorial have 3.2x higher 30-day retention.

> **INFERENCE:** Investing in a structured onboarding path could significantly improve trial-to-paid conversion and reduce early-stage churn.

Priority-Ranked Problem List

Issues ranked by composite score of: frequency, business impact, and estimated fix complexity.

Priority 1: Mobile Sync & Stability (CRITICAL)

Frequency Score: 9/10 (210 mentions)

Business Impact: High — affecting retention and power-user satisfaction

Fix Complexity: Medium — requires engineering investment but scope is clear

Recommendation: Immediate engineering focus. Fix Android stability and sync reliability before adding any new mobile features.

Priority 2: Notification Granularity (HIGH)

Frequency Score: 8/10 (178 mentions)

Business Impact: High — users disengaging or leaving due to noise

Fix Complexity: Low-Medium — UI/UX and settings architecture change

Recommendation: Ship notification preferences overhaul within 60 days. Allow users to choose notification types, channels, and frequency.

Priority 3: Onboarding Simplification (MEDIUM-HIGH)

Frequency Score: 6/10 (112 mentions)

Business Impact: Medium-High — affecting trial conversion and time-to-value

Fix Complexity: Medium — requires content, UX, and potentially product changes

Recommendation: Create a "Quick Start" track for new users and team admins. Reduce template library friction with guided selection.

Priority 4: Pricing Clarity (MEDIUM)

Frequency Score: 4/10 (74 mentions)

Business Impact: Medium — prospects dropping due to confusion

Fix Complexity: Low — primarily marketing and positioning work

Recommendation: Revise pricing page with clearer feature comparison. Consider testimonials showing value at each tier.

Priority 5: Integration Expansion (LOWER)

Frequency Score: 3/10 (49 mentions)

Business Impact: Medium for enterprise segment

Fix Complexity: High — significant development effort per integration

Recommendation: Prioritise Salesforce integration for enterprise pipeline. Enhance existing Slack integration before adding new integrations.

Evidence Pack

Supporting Data by Issue

Mobile Experience Evidence

Source	Sentiment	Key Verbatim
G2 Review	Negative	"Mobile app is unreliable. Desktop is great but I need both."
NPS Response	Detractor	"Would score 9 if mobile worked properly. Currently a 5."
Support Ticket	Complaint	"Sync failed again. Lost 2 hours of work."
Twitter	Negative	"@Flowstate your Android app is broken. Please fix."

Notification Overload Evidence

Source	Sentiment	Key Verbatim
NPS Response	Passive	"Good tool but notification spam is annoying."
G2 Review	Mixed	"Powerful features, but notification settings are too basic."
Support Ticket	Request	"How do I turn off email notifications but keep app ones?"

Onboarding Evidence

Source	Sentiment	Key Verbatim
NPS Response	Passive	"Took a while to figure out, but worth it in the end."
G2 Review	Positive-Mixed	"Steep learning curve but very capable once you get it."
Support Ticket	Question	"Is there a guide for setting up teams? I'm lost."

Action Plan

Immediate Actions (0-30 Days)

Action 1: Mobile Stability Sprint

Owner: Engineering Lead

Objective: Eliminate Android crash issues and sync delays

Success Metric: Reduce mobile-related support tickets by 40%

Dependencies: None — can begin immediately

Action 2: Notification Audit

Owner: Product Manager

Objective: Document all current notification types and user preferences

Success Metric: Complete audit with recommendations

Dependencies: None

Short-Term Actions (30-60 Days)

Action 3: Notification Preferences MVP

Owner: Product + Engineering

Objective: Ship basic notification preferences (type, channel, frequency)

Success Metric: 50% of active users configure preferences within 30 days of release

Dependencies: Notification Audit complete

Action 4: Quick Start Onboarding Track

Owner: Product + Customer Success

Objective: Create streamlined onboarding path for new users

Success Metric: Reduce average time-to-first-project from 7 days to 3 days

Dependencies: None

Medium-Term Actions (60-90 Days)

Action 5: Pricing Page Redesign

Owner: Marketing

Objective: Clarify tier differences and value proposition

Success Metric: Reduce pricing-related sales objections by 30%

Dependencies: None

Action 6: Salesforce Integration Scoping

Owner: Engineering + Partnerships

Objective: Define scope and timeline for Salesforce integration

Success Metric: Approved project plan with resource allocation

Dependencies: Enterprise pipeline validation

Appendix: Methodology

Data Sources

- **Support Tickets:** 312 tickets from Zendesk (July-December 2025)
- **NPS Surveys:** 289 responses from quarterly survey waves
- **G2 Reviews:** 156 reviews (all-time, weighted toward recent)
- **Social Mentions:** 90 mentions from Twitter, LinkedIn, Reddit

Analysis Approach

1. All sources ingested and normalised
2. Sentiment classified (Positive, Neutral, Negative)
3. Themes extracted using pattern recognition
4. Frequency counted per theme
5. Business impact assessed based on retention correlation
6. Recommendations developed with fix complexity considered

Limitations

- Analysis limited to English-language feedback
- Social mentions may not represent full customer base
- Some issues may be underreported if users churned silently

This report was prepared by StoAI Intelligence as a demonstration of Customer Insight Report deliverables. The company "Flowstate" and all data are fictional.

Clarity first, execution always.