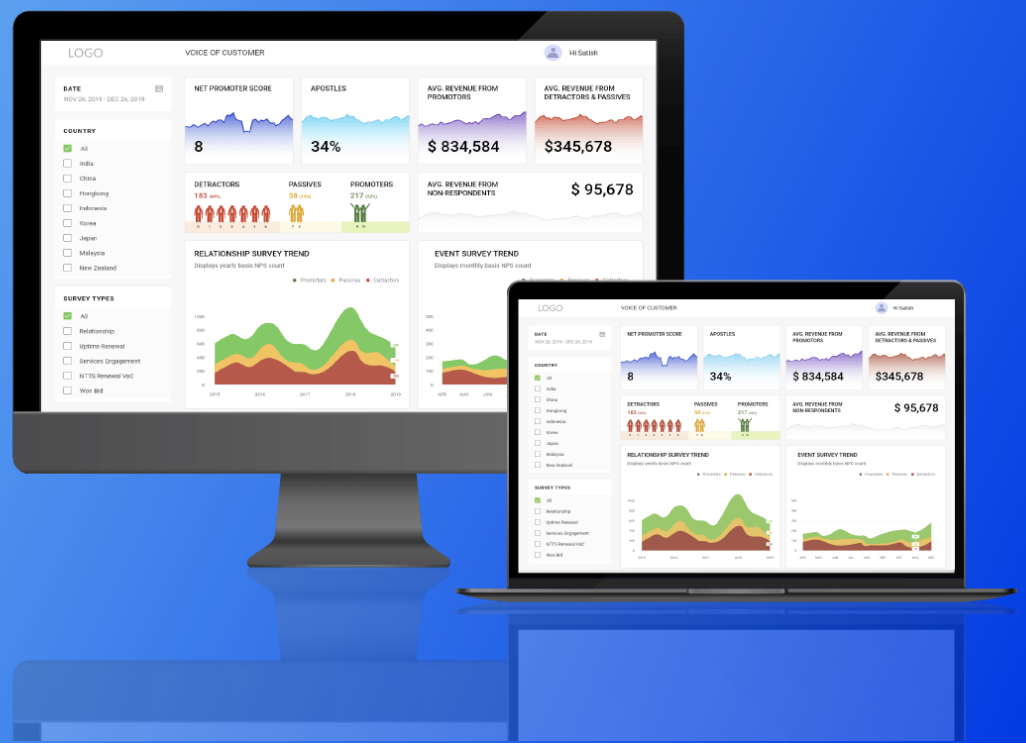
IT SERVICES INDUSTRY

Power BI VOC Dashboard



UI/UX POWER BI

PROBLEM STATEMENT

Understanding Customers and valuing the feedback is an integral part of any organizational growth and when you have a customer base all over the world then it becomes necessary to value the voice of the customer and take appropriate analysis to it.

In this project, the client wanted a dashboard where his main focus was to properly analyze the feedback from its customers and needed a smooth flow of data representation with proper UI enhancement.

STEP 1

VOC Dashboard is used by the sales team at the client's end to regularly monitor the feedback from the customers and to make regular business decisions according to the region specified.

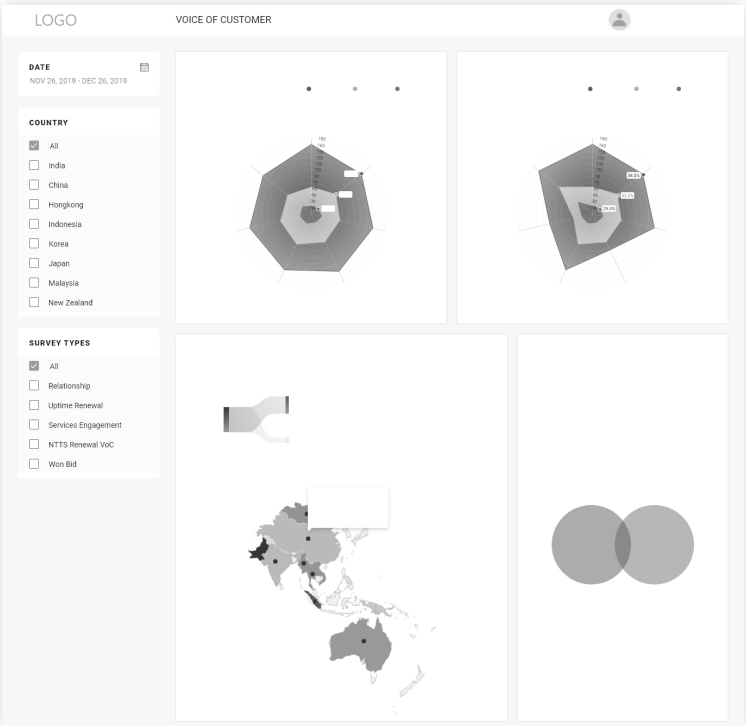
STEP 2

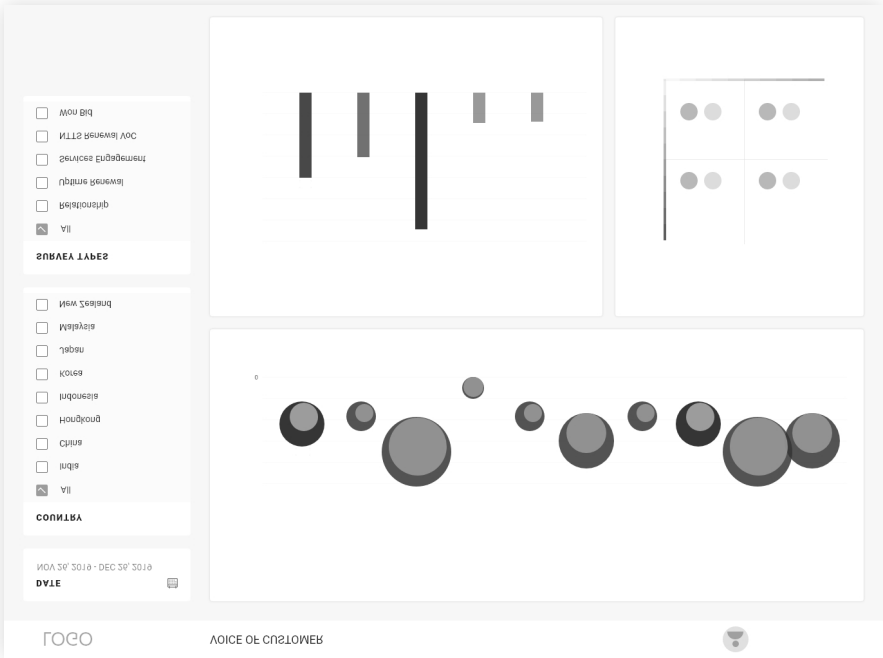
To build this app, our team went through various case studies and existing competitive applications. Our research data helped us discover the most pressing pain points of the users, such as lack of clarity in information, and also displaying result after the event.

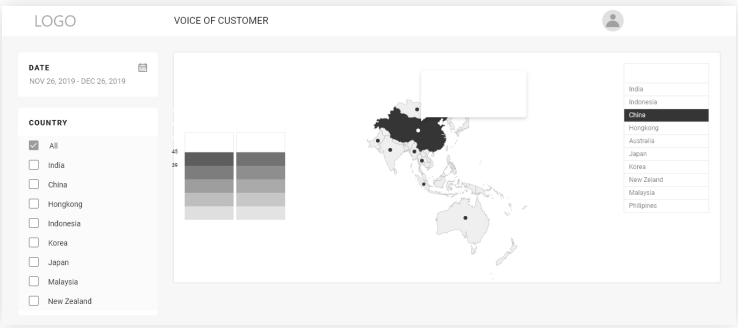
STEP 3

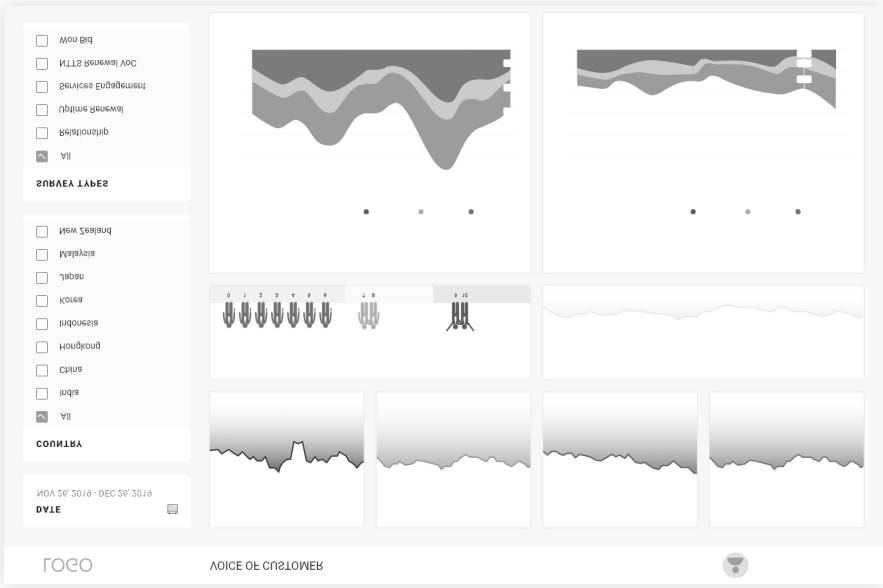
WIREFRAMES

Based on the research to build this app, we came up with some additional features as well as with the main functionalities that needs to be shown. Accordingly, we designed the high-fidelity wireframes.







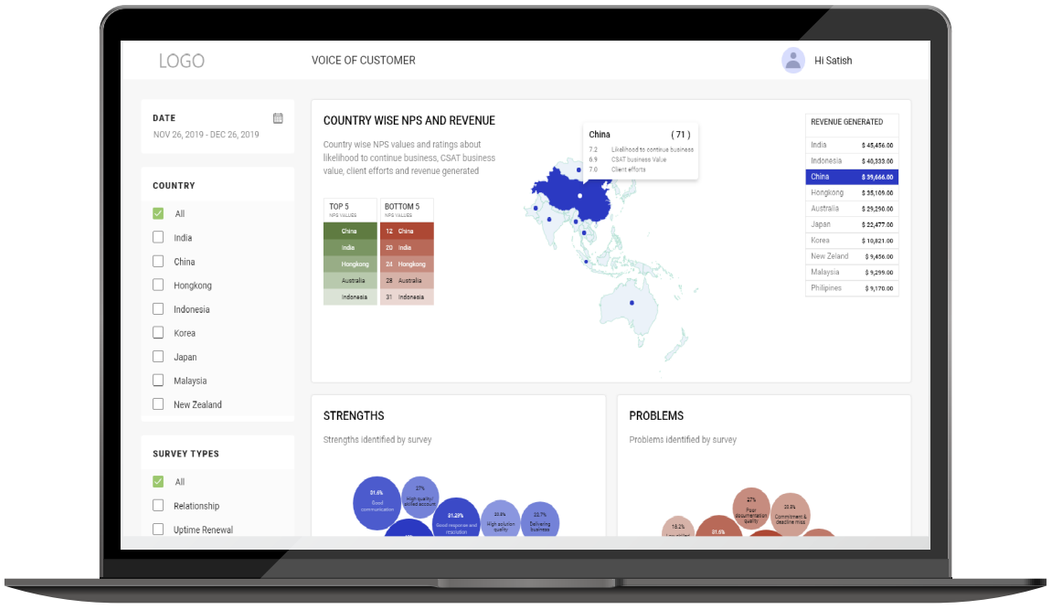


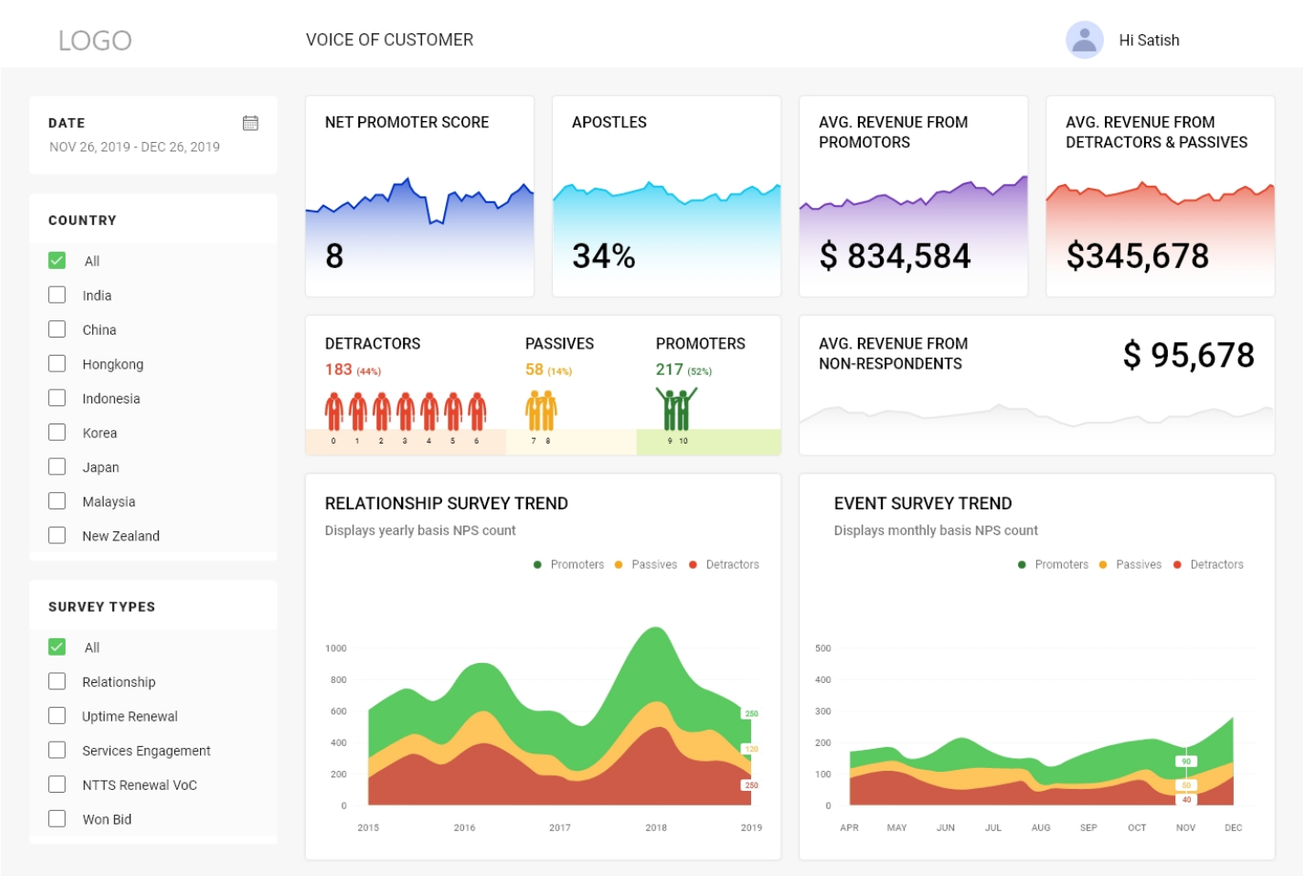
STEP 4

DESIGN

This app was the platform that displays a lot of text, especially numbers, needed to be easy on the eye. To increase readability, we used the font-family ‘Roboto’ as it has good line spacing and can be read even with the smaller sizes. The color used in the dashboard is very subtle and does not put a strain on eyes while using for long period.

color palette





LOGO

VOICE OF CUSTOMER

Hi Satish

DATE

NOV 26, 2019 - DEC 26, 2019

COUNTRY

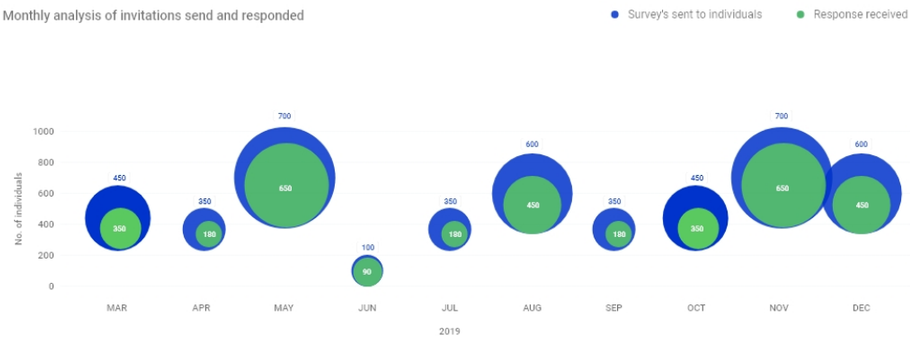
- [x] All
- [ ] India
- [ ] China
- [ ] Hongkong
- [ ] Indonesia
- [ ] Korea
- [ ] Japan
- [ ] Malaysia
- [ ] New Zealand

SURVEY TYPES

- [x] All
- [ ] Relationship
- [ ] Uptime Renewal
- [ ] Services Engagement
- [ ] NTTS Renewal VoC
- [ ] Won Bid

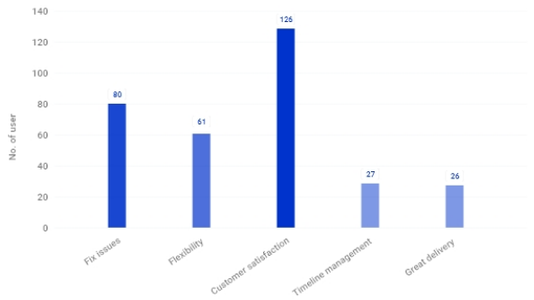
EVENT BASED SURVEY TREND

Monthly analysis of invitations send and responded



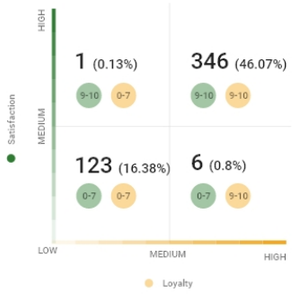
DRIVER ANALYSIS

Top five rated qualities by user



APOSTLES

Loyalty vs satisfaction plot based on user feedback



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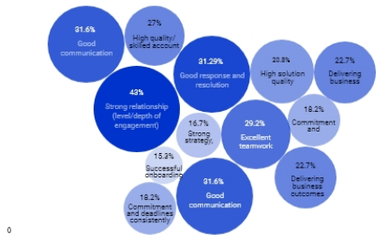
STRENGTHS

Strengths identified by survey



PROBLEMS

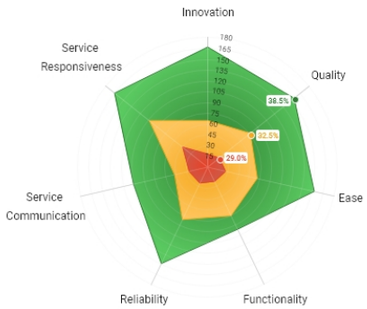
Problems identified by survey

EVENT ENGAGEMENT SURVEY

Key factors

Promoters · Passives · Detractors

UPTIME / RELATIONSHIP / NTTS RENEWAL

Key factors

Promoters · Passives · Detractors