

A 3-Year CX Analytics Initiative

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Turning years of unread survey feedback into evidence that shipped the feature volunteer reviewers had been asking for.

8,400

data points from 900+ users
across 7 program offices

179

people asked for the same fix
— uncounted until I tallied it

3×

increase in positive
sentiment, 2021–2024

Shipped

one-click Download All
button, 2024

The problem

The users were volunteer peer reviewers, reading applications around full-time jobs and families. The review system was hard to navigate, and every minute fighting it was a minute not spent on the application — which is how rushed reviews happen. Survey feedback was collected every cycle, but leadership only saw raw ticket counts and an unprocessed dump of comments.

What I built

- **Self-initiated:** proposed the analysis, then read and hand-tagged every survey response.
- **A framework that held:** tested several structures, landed on navigation, troubleshooting, and accessibility — and kept it constant from 2021 to 2024 so every year stayed comparable.
- **Charts leadership could act on:** per-office breakdowns, combined totals, and a recommendations list drawn from the highest-volume comments.
- **Measured sentiment too,** and handed the documented template to my direct reports.

Results

- Presented the #1 request to leadership as evidence of real cost to reviewers.
- The client shipped a one-click Download All button in 2024.
- Positive sentiment tripled between 2021 and 2024.
- The template is still in use today, maintained by my team.

What I did not do

CONSIDERED	CHOSE INSTEAD
Weighted scoring model	A simple tally anyone could read
One-time analysis	A four-year framework with a consistent method
Elevating an unfixable, security-driven pain point	Reported it, but kept the top recommendations actionable

Sentiment isn't the same as time. Next, I'd measure whether reviewers actually got time back to review each application carefully — the outcome that matters most to award quality.

WHAT I'D MEASURE NEXT