

VOICE OF CUSTOMER · 1-18 JULY 2026

# Customers want control before automation

Recurring themes, representative quotes, exceptions, and actions for the next cycle.

**RESPONSES**

**428**

5 channels

**THEMES**

**6**

reviewed

**QUOTED  
RECORDS**

**37**

traceable

**MINORITY  
SIGNALS**

**3**

kept visible

**EXECUTIVE READ**

The strongest signal is not a request for more automation. Customers want to understand what will happen, approve sensitive steps, and return to the evidence after a workflow runs.

**01**

**Control before action**

“Let me see the exact files and recipients before it runs.” · Support ticket 1842

**02**

**Evidence after action**

“The answer is useful, but I need to show where it came from.” · Interview 17

**03**

**Faster setup for repeat work**

“Once I trust it, I want to reuse the same setup next month.” · Survey 092

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# Evidence, decisions, and a usable handoff

The complete file keeps the working structure editable and the review points visible.

| THEME               | MENTIONS | CHANGE | EVIDENCE STRENGTH | ACTION    |
|---------------------|----------|--------|-------------------|-----------|
| Pre-flight review   | 96       | +21%   | High              | Prototype |
| Source traceability | 74       | +12%   | High              | Design    |
| Reusable setup      | 61       | +8%    | Medium            | Research  |
| Mobile approval     | 19       | -2%    | Low               | Monitor   |

**DECISION / NEXT REVIEW**

Prototype pre-flight review first; pair it with source traceability rather than treating them as separate feature requests.

**QUALITY NOTE**

Illustrative sample · fictional company and data. Values, names, and links in this sample