

DECISIONFLOW

Customer Success and Service Delivery Plan

Activation, health scoring, education, support, feedback, renewal signals, and responsible customer communication

DELIVER PHASE | Version 1.0 | Illustrative 90-day controlled-scale program

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Document code	DEL-05
Version / status	2.0 — Final Public Portfolio Edition — Simulated Delivery Scenario
Baseline / author	14 July 2026 - Min Thu Kyaw
Lifecycle continuity	Actual MVP -> DEV-06 assumed productionization -> simulated launch -> Conditional Scale -> Deliver phase.
Delivery decision	Execute a 90-day controlled-scale program; keep collaboration, integrations, richer ingestion, and enterprise features evidence-gated.
Evidence rule	Actual, assumed, simulated, target, and recommendation statements are explicitly separated.

Actual Project Artifacts

Artifact	Reference
Low-Fidelity Prototype	View prototype
High-Fidelity Prototype	View prototype
MVP Frontend Repository	Open repository
MVP Backend Repository	Open repository

Contents

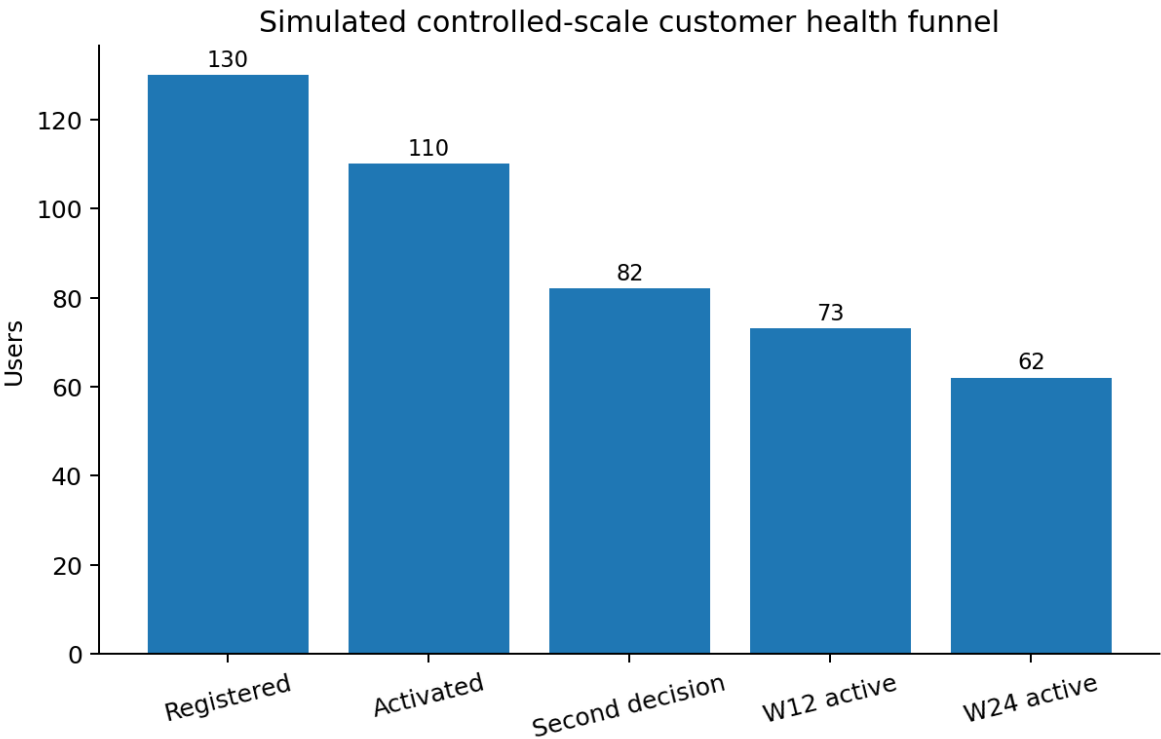
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Service Objective and Customer Boundary

Customer Success is designed around value realization for individual decision owners, not workspace expansion. The service helps a user complete a first decision, repeat the workflow, retrieve prior decisions, understand AI limitations, and resolve problems without exposing sensitive decision content.

Scope rule - Do not use team adoption, seat expansion, shared-workspace activity, or enterprise renewal metrics while those capabilities are not part of the released product.

Customer Journey and Activation



Customer health funnel

Journey stage	Success definition	Primary intervention
Registration	Account created and privacy / AI processing notice understood.	Clear consent, examples, and supported-use guidance.
Activation	First finalized decision within 24 hours.	Prepared example, template choice, progress guidance, error recovery.
Early habit	Second finalized decision within 14 days.	Reminder tied to a real decision job, reusable templates, retrieval prompt.
Repeated value	Multiple finalized decisions and decision-history retrieval.	Personal library organization and evidence review.
Paid value	Professional customer continues to use and renew without excessive support.	Usage review, education, cost/value visibility, proactive risk outreach.

Health Scoring

Health component	Weight	Healthy signal	Risk signal
Activation	25%	First finalized decision in 24 hours	No finalization in 72 hours
Repeated use	30%	Second decision in 14 days; recurring use	No new or retrieved decision in 21 days
Workflow quality	15%	Low failure/fallback and successful finalization	Repeated errors, abandonment, or regeneration

Health component	Weight	Healthy signal	Risk signal
Trust and feedback	10%	Positive usefulness/trust and understood limitations	Confusion about AI authority or provenance
Support burden	10%	Self-service resolution	Repeated assisted support or unresolved issue
Commercial state	10%	Valid entitlement and payment state	Failed payment, cancellation intent, or mismatch
Health band	Score	Action	
Healthy	75-100	Education and value reinforcement; no unnecessary outreach.	
Watch	50-74	Targeted in-product guidance or privacy-safe support contact.	
At risk	<50	Investigate failed job, use-case mismatch, trust issue, billing, or support barrier.	

Education and Onboarding Model

Asset	Purpose	Success evidence
First-decision walkthrough	Explain paste/TXT intake, review, criteria, recommendation, comparison and finalization.	User completes task without facilitator.
Template library	Create repeated jobs for vendor, hiring, architecture and roadmap decisions.	Higher second-decision and Week-24 retention.
AI trust guide	Explain advisory role, provenance, confidence, fallback, editing and override.	Comprehension score and fewer authority misunderstandings.
Privacy and data guide	Explain storage, provider processing, sensitive-data precautions and deletion path.	Consent and fewer privacy-related escalations.
Troubleshooting knowledge base	Resolve file, content, auth, processing, billing and retrieval issues.	Lower contacts per activation and faster resolution.

Support Model and Service Levels

Severity	Example	Initial response target	Communication
S1 Critical	Unauthorized access, broad outage, unsafe high-severity output.	<1 hour	Status and direct affected-user communication as appropriate.
S2 High	User cannot access owned decisions, systemic stuck jobs, billing lockout.	<4 business hours	Workaround and dated update.
S3 Medium	Localized failure or repeated processing error.	<1 business day	Resolution or next diagnostic step.
S4 Low	How-to question, copy issue, feature request.	<2 business days	Knowledge base or backlog response.
Privacy-safe diagnostic	Allowed	Not allowed by default	
Request/job metadata	IDs, timestamps, model/prompt version, status, latency, error code.	Raw transcript, notes, decision rationale.	
Browser/environment	Version, route, correlation ID, sanitized console category.	Tokens, secrets, unrelated browsing data.	
Account/billing	Entitlement state and provider event ID.	Full payment data.	

Feedback and Adoption Reviews

Source	Cadence	How it affects product
Behavioral analytics	Weekly	Identify activation, abandonment, repeat-use and retrieval friction.

Source	Cadence	How it affects product
Support themes	Weekly	Prioritize defects, help content and privacy-safe diagnostics.
Customer interviews	Monthly during controlled scale	Understand durable value, trust, willingness to pay and unmet jobs.
Paid-account review	At 30/60/90 days	Review usage, value, support burden, renewal and package fit.
PMF / trust pulse	At cohort milestones	Track segment fit and AI understanding without treating sentiment alone as proof.

Renewal, Expansion, and Churn Controls

- Renewal is based on repeated individual value and acceptable service economics, not on unsupported team usage.
- Professional expansion may include higher individual limits or service value documented in the released package.
- A request for shared workflow is recorded as collaboration discovery, not sold as a current entitlement.
- Churn reasons distinguish insufficient decision frequency, missing capability, trust, reliability, price, support, and organizational change.
- No save offer should obscure the product limitation or create an unsupported capability promise.

Delivery Result and Improvements

Service measure	Qualification baseline	Simulated delivery result	Assessment
24-hour activation	77.7%	84.6%	Pass
Self-service share of activations	Not established	72%	New evidence; continue monitoring
Support contacts per activation	0.42	0.24	Improved
Median first value	8m 42s	6m 55s	Improved
Week-24 retention	49.3%	56.4%	Pass controlled-scale gate
90-day paid logo retention	Small early cohort	86.7% (13/15)	Pass with limited sample

Customer-success decision - The service model is qualified for continued controlled scale in the individual beachhead. The next priority is preserving self-service economics as acquisition expands, not adding high-touch processes that hide weak product value.

Evidence discipline: replace all simulated delivery values with observed, reproducible results before presenting them as actual product performance.